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No 4
50¢
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I LOVE TO SKI ON THE CURREN-SEA!!
IN THIS ISSUE...
THERE'S NO MONEY
BUSINESS LIKE BUSINESS
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MORE PAGES FOR YOUR MONEY

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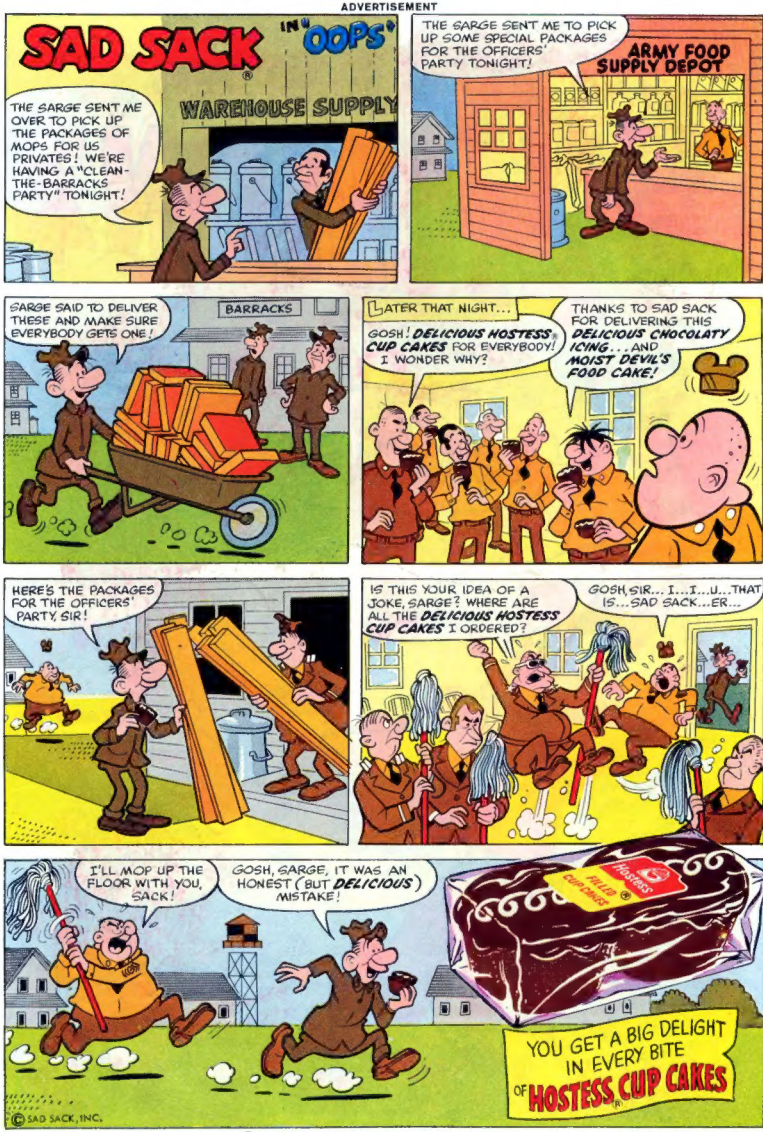

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WIN A SEARS free-spirit BIKE

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To enter, draw, paint or watercolor your favorite Kellogg's character eating a good, complete breakfast. Send it along with 2 box tops from any of the specially marked Kellogg's products shown below.

2,000 KIDS WILL WIN. Each winner gets a Sears FREE-SPIRIT* bike. Plus, everyone who enters gets a Kellogg's Stick Up for Breakfast iron-on decal and a FREE-SPIRIT patch.

ENTER TODAY. Look for complete contest rules on these specially marked Kellogg's packages. Contest is open to kids 14 and under. So enter today. And Stick Up for Breakfast every day. Contest ends July 31, 1977.

*Reg. US Pat. & TM Off. Sears, Roebuck and Co.

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GET THEM ON THURSDAYS, FRIDAYS, SATURDAYS OF EVERY WEEK!
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HARVEY COMICS GO ON SALE THURSDAY OF EVERY WEEK-END!
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2nd WEEKEND MAR 10
3rd WEEKEND MAR 17
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PROFITS
DEVIL KIDS
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Richie Rich JOKERS
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Richie Rich BILLIONS
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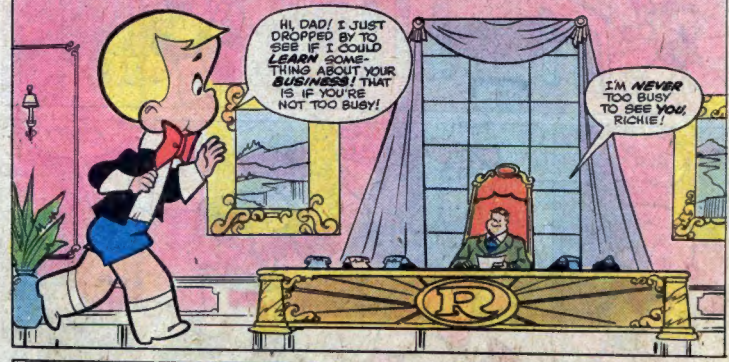
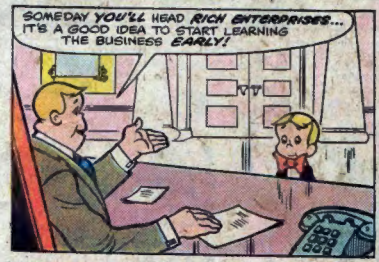
GOT ALL MY ISSUES, MOOM
Richie Rich
HARVEY COMICS START ON SALE Every THURSDAY!
HARVEY COMICS
Richie Rich ZILLIONZ
Casper's Ghostland
MYSTERY
SUPER RICHIE

Richie Rich IN Busy Body PART 1

THE POOR LITTLE RICH BOY





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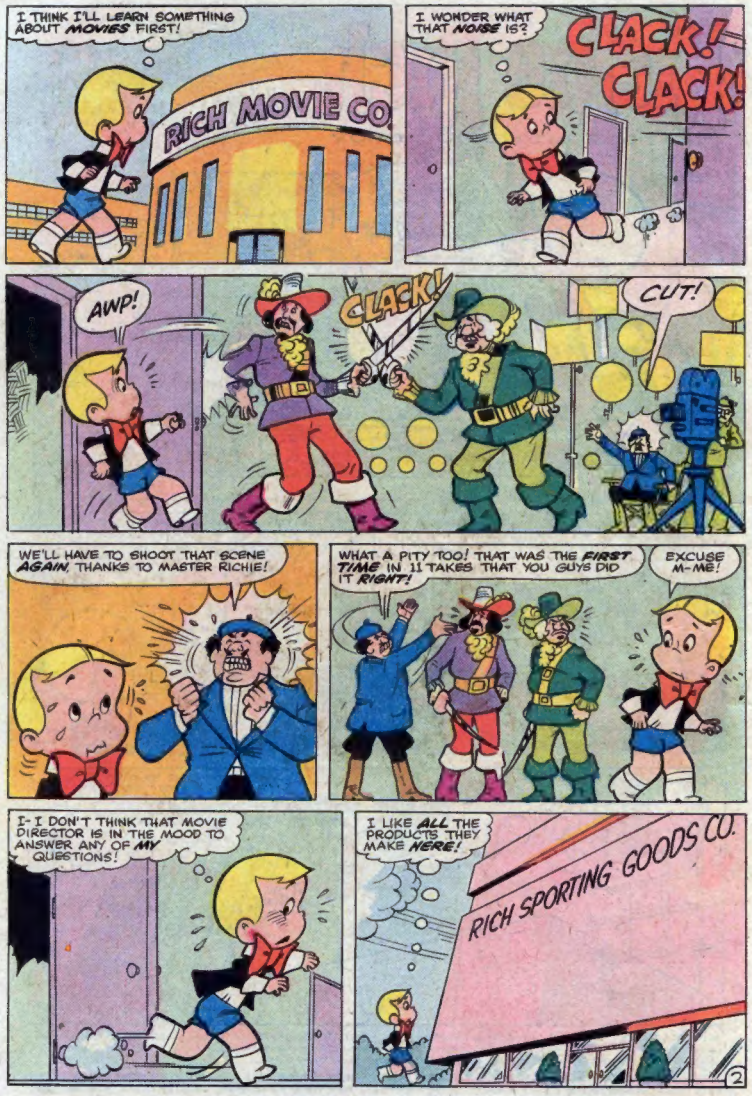
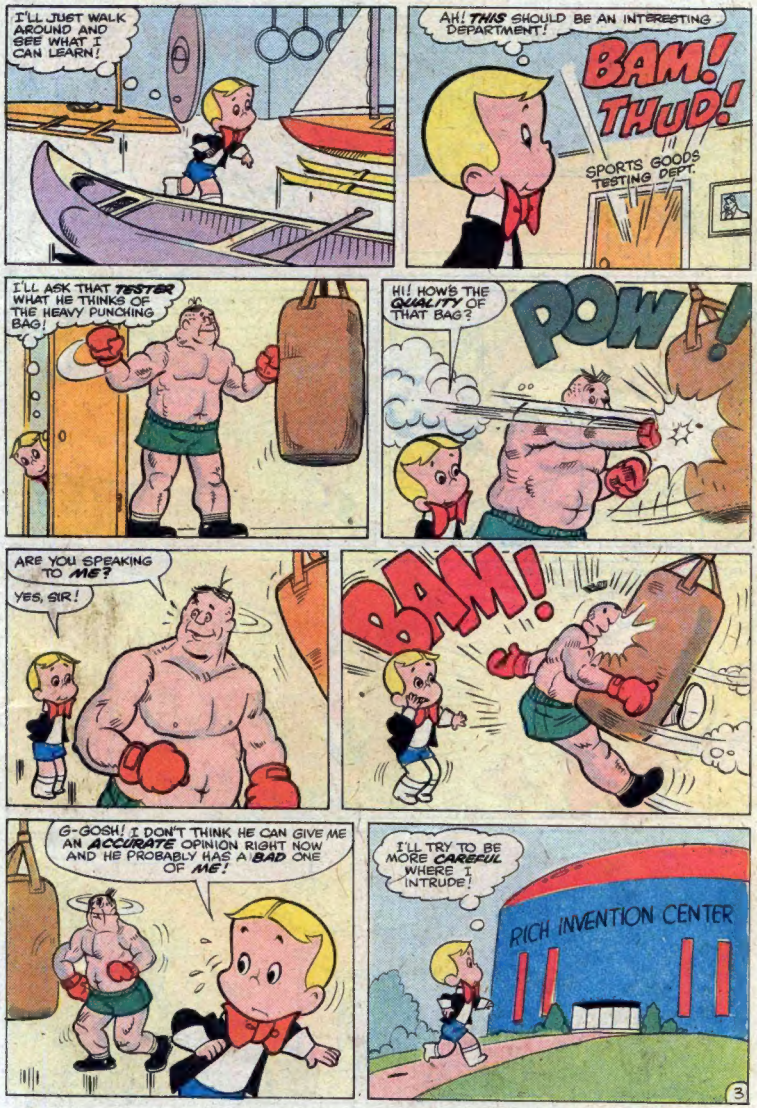
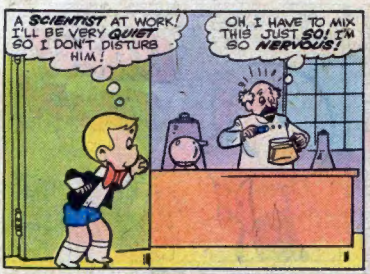
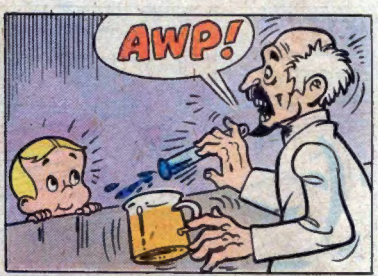
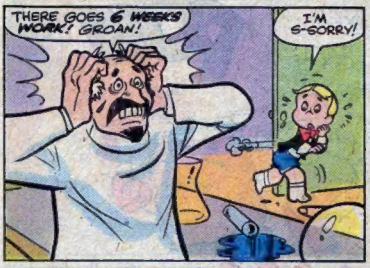
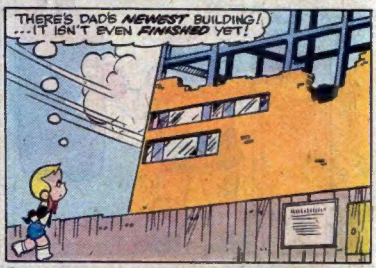

I THINK I'LL LEARN SOMETHING ABOUT MOVIES FIRST!
RICH MOVIE CO.
I WONDER WHAT THAT NOISE IS?
CLACK! CLACK!
AWP!
CLACK!
CUT!
WE'LL HAVE TO SHOOT THAT SCENE AGAIN, THANKS TO MASTER RICHIE!
WHAT A PITY TOO! THAT WAS THE FIRST TIME IN 11 TAKES THAT YOU GUYS DID IT RIGHT!
EXCUSE M-ME!
I- I DON'T THINK THAT MOVIE DIRECTOR IS IN THE MOOD TO ANSWER ANY OF MY QUESTIONS!
I LIKE ALL THE PRODUCTS THEY MAKE HERE!
RICH SPORTING GOODS CO.
2

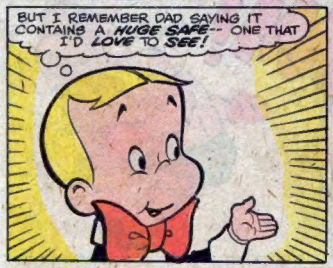

I'LL JUST WALK AROUND AND SEE WHAT I CAN LEARN!
AH! THIS SHOULD BE AN INTERESTING DEPARTMENT!
BAM! THUD!
SPORTS GOODS TESTING DEPT.
I'LL ASK THAT TESTER WHAT HE THINKS OF THE HEAVY PUNCHING BAG!
HI! HOW'S THE QUALITY OF THAT BAG?
POW!
ARE YOU SPEAKING TO ME?
YES, SIR!
BAM!
G-GOSH! I DON'T THINK HE CAN GIVE ME AN ACCURATE OPINION RIGHT NOW AND HE PROBABLY HAS A BAD ONE OF ME!
I'LL TRY TO BE MORE CAREFUL WHERE I INTRUDE!
RICH INVENTION CENTER
3

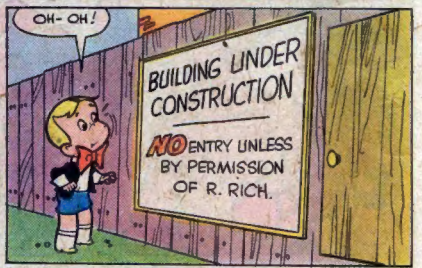

A SCIENTIST AT WORK! I'LL BE VERY QUIET SO I DON'T DISTURB HIM!
OH, I HAVE TO MIX THIS JUST SO! I'M SO NERVOUS!

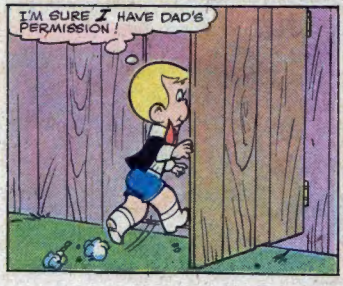

AWP!


THERE GOES 6 WEEKS WORK! GROAN!
I'M S-SORRY!

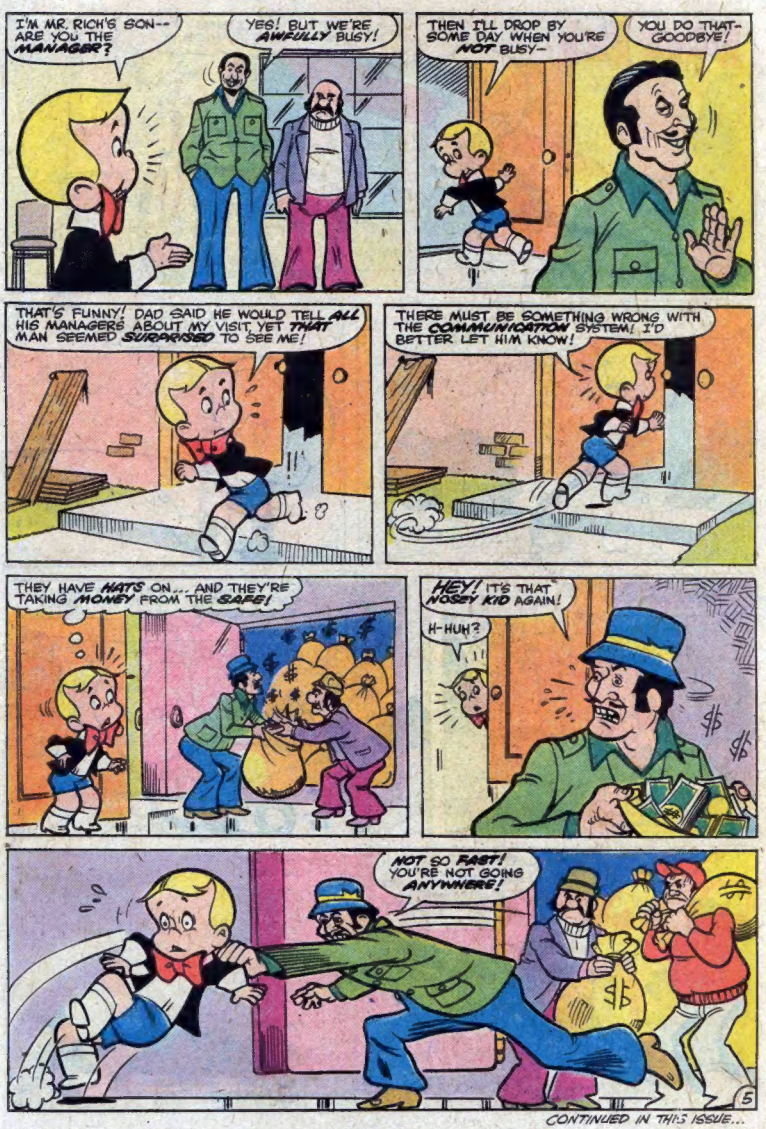

THERE'S DAD'S NEWEST BUILDING! ...IT ISN'T EVEN FINISHED YET!


BUT I REMEMBER DAD SAYING IT CONTAINS A HUGE SAFE-- ONE THAT I'D LOVE TO SEE!


OH- OH!
BUILDING UNDER CONSTRUCTION
NO ENTRY UNLESS BY PERMISSION OF R. RICH.


I'M SURE I HAVE DAD'S PERMISSION!

HERE COMES SOME KID!



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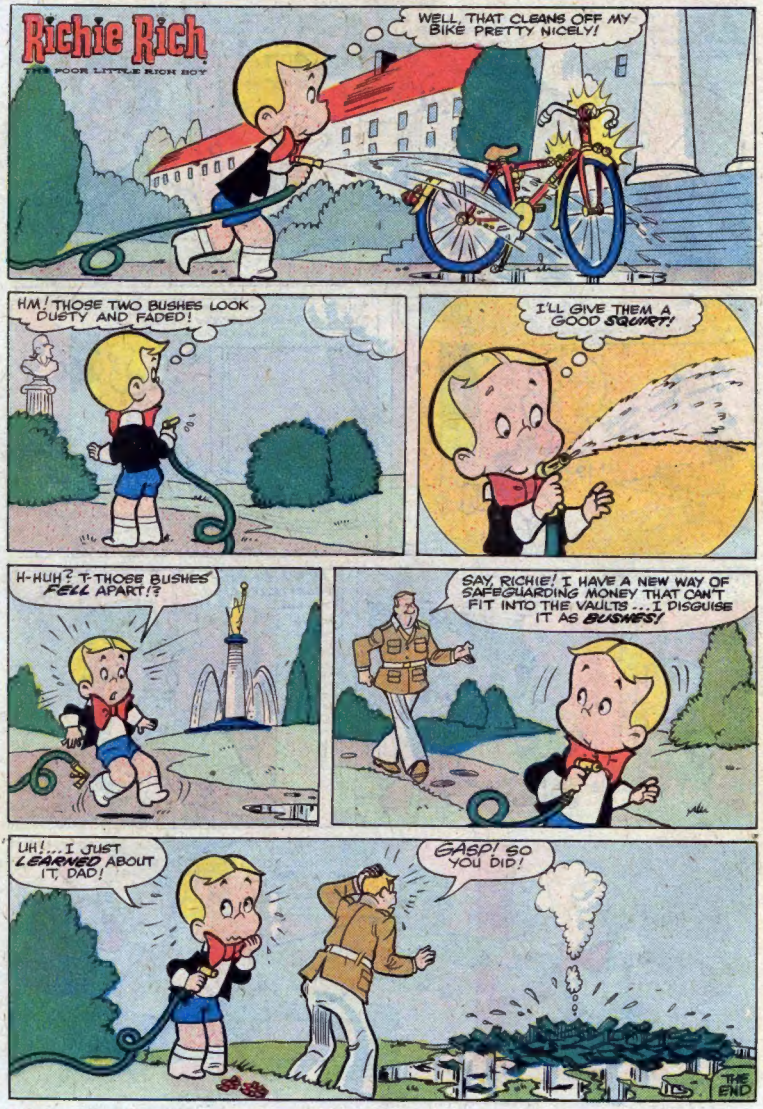

Richie Rich
THE POOR LITTLE RICH BOY
WELL, THAT CLEANS OFF MY BIKE PRETTY NICELY!
HM! THOSE TWO BUSHES LOOK DUSTY AND FADED!
I'LL GIVE THEM A GOOD SQUIRT!
H-HUH? T-THOSE BUSHES FELL APART!?
SAY, RICHIE! I HAVE A NEW WAY OF SAFEGUARDING MONEY THAT CAN'T FIT INTO THE VAULTS ... I DISGUISE IT AS BUSHES!
UH!... I JUST LEARNED ABOUT IT, DAD!
GASP! SO YOU DID!
THE END

Wendy
THE GOOD LITTLE WITCH

invites YOU to be a CAMP FIRE BLUE BIRD

GIRLS...

YOU CAN BE A BLUE BIRD if you are 6 to 8 years old!

BLUE BIRDS do so many things—

They play games
Learn about the outdoors
Go on trips
They help other people
They make things
They wear pretty costumes
They sing, dance, tumble, cook, camp, paint, giggle, jump, run—

BLUE BIRDS have lots of FUN!

Join the FUN!

...be a BLUE BIRD with CAMP FIRE GIRLS, Inc.

TO FIND OUT HOW TO JOIN CONTACT YOUR LOCAL CAMP FIRE COUNCIL OFFICE LISTED IN YOUR TELEPHONE BOOK.

...OR MAIL COUPON TO:

WENDY/CAMP FIRE GIRLS
1740 BROADWAY
NEW YORK, N.Y. 10019

I WANT TO BE A CAMP FIRE BLUE BIRD!

PRINT NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZONE _____

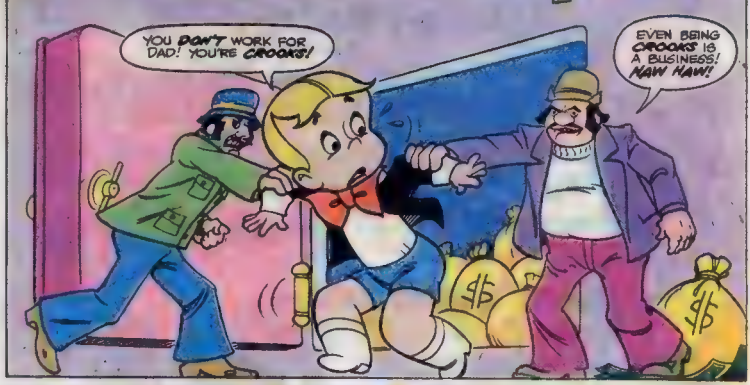
MY TELEPHONE NUMBER IS _____

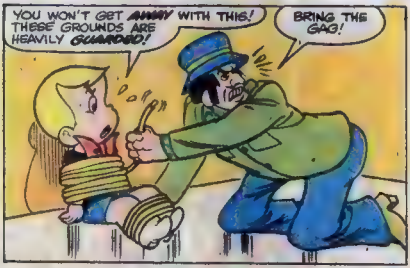
Richie Rich

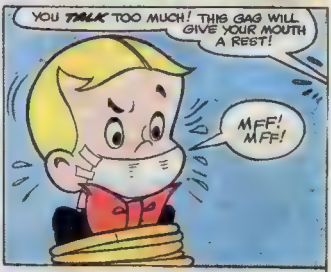
THE POOR LITTLE RICH BOY

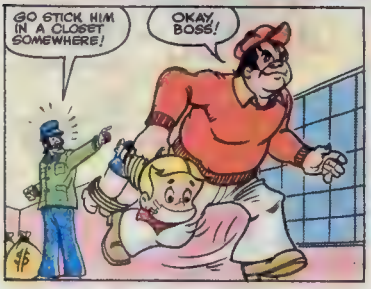
BUSY BODY PART 2

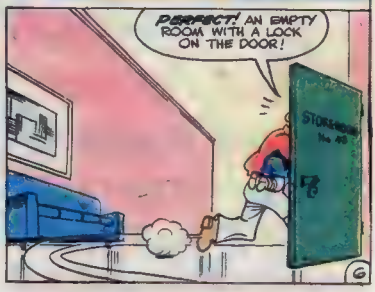
IN MONEY BUSINESS

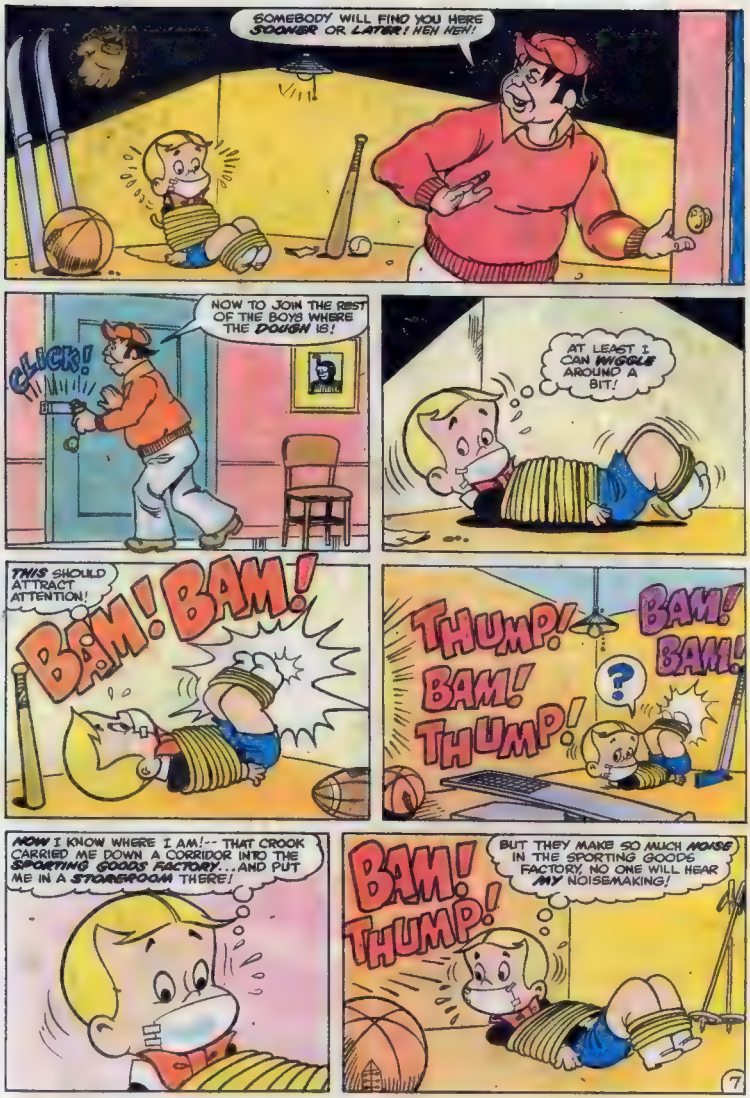


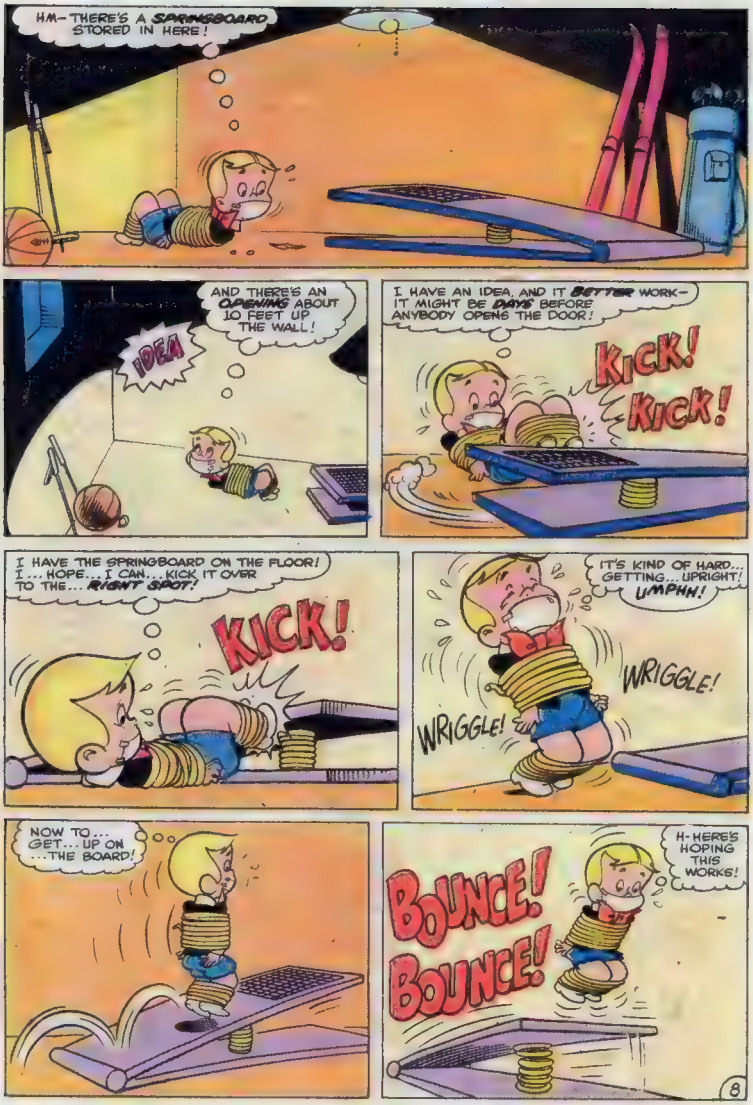


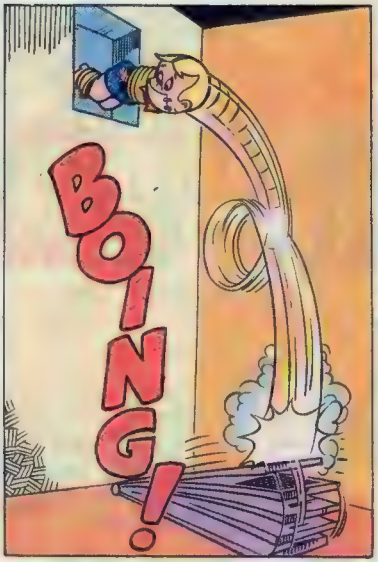


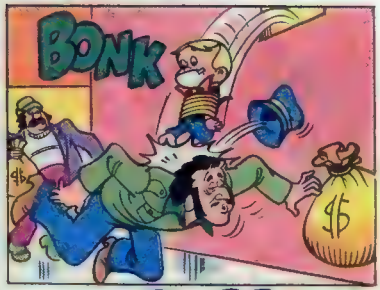


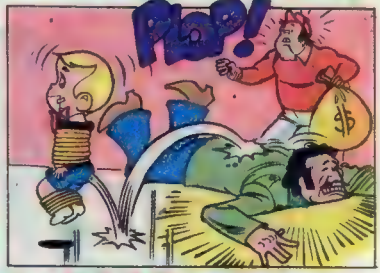


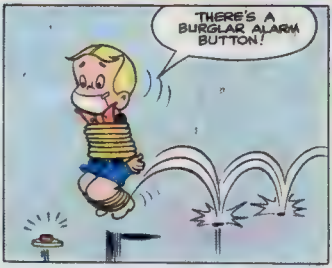

SOMEBODY WILL FIND YOU HERE SOONER OR LATER! HEH HEH!
NOW TO JOIN THE REST OF THE BOYS WHERE THE DOUGH IS!
CLICK!
AT LEAST I CAN WIGGLE AROUND A BIT!
THIS SHOULD ATTRACT ATTENTION!
BAM! BAM!
THUMP! BAM! THUMP!
BAM! BAM!
?
NOW I KNOW WHERE I AM!-- THAT CROOK CARRIED ME DOWN A CORRIDOR INTO THE SPORTING GOODS FACTORY...AND PUT ME IN A STOREROOM THERE!
BAM! THUMP!
BUT THEY MAKE SO MUCH NOISE IN THE SPORTING GOODS FACTORY, NO ONE WILL HEAR MY NOISEMAKING!
7

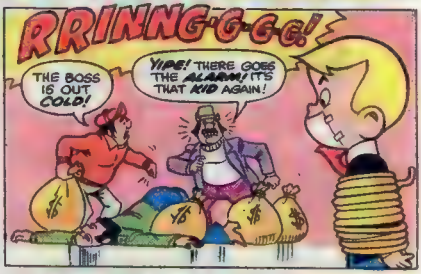

HM- THERE'S A SPRINGBOARD STORED IN HERE!
IDEA
AND THERE'S AN OPENING ABOUT 10 FEET UP THE WALL!
I HAVE AN IDEA, AND IT BETTER WORK- IT MIGHT BE DAYS BEFORE ANYBODY OPENS THE DOOR!
KICK! KICK!
I HAVE THE SPRINGBOARD ON THE FLOOR! I... HOPE... I CAN... KICK IT OVER TO THE... RIGHT SPOT!
KICK!
IT'S KIND OF HARD... GETTING... UPRIGHT! UMPHH!
WRIGGLE!
WRIGGLE!
NOW TO... GET... UP ON ...THE BOARD!
H-HERE'S HOPING THIS WORKS!
BOUNCE! BOUNCE!
8

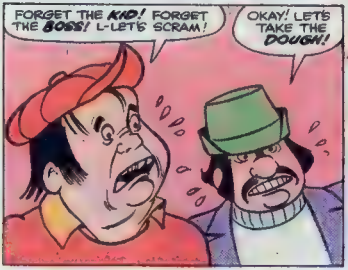

BOING!

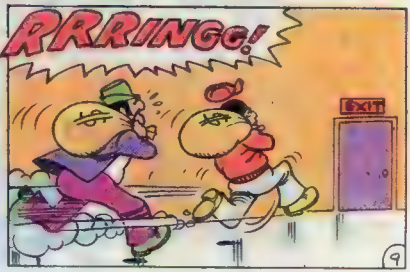

BONK

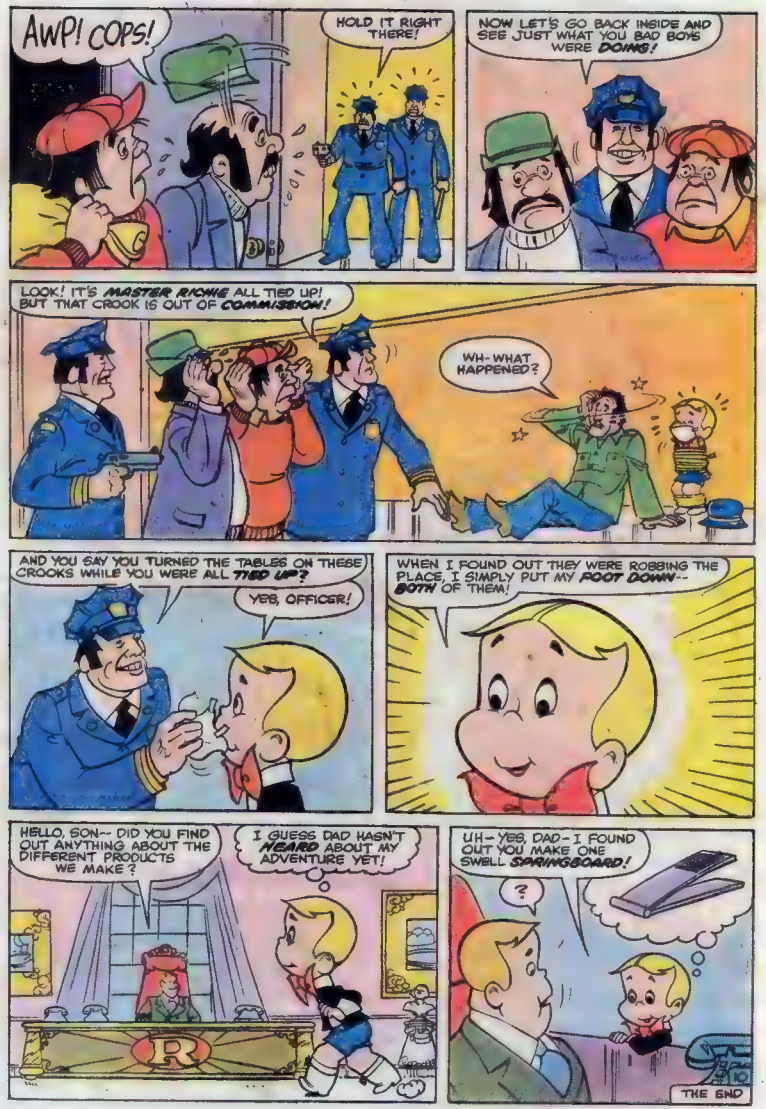

PLOP!


THERE'S A BURGLAR ALARM BUTTON!


RRINNG-G-G-G!
THE BOSS IS OUT COLD!
YIPE! THERE GOES THE ALARM! IT'S THAT KID AGAIN!


FORGET THE KID! FORGET THE BOSS! L-LET'S SCRAM!
OKAY! LET'S TAKE THE DOUGH!


RRRINGG!
EXIT


AWP! COPS!
HOLD IT RIGHT THERE!
NOW LET'S GO BACK INSIDE AND SEE JUST WHAT YOU BAD BOYS WERE DOING!
LOOK! IT'S MASTER RICHIE ALL TIED UP! BUT THAT CROOK IS OUT OF COMMISSION!
WH-WHAT HAPPENED?
AND YOU SAY YOU TURNED THE TABLES ON THESE CROOKS WHILE YOU WERE ALL TIED UP?
YES, OFFICER!
WHEN I FOUND OUT THEY WERE ROBBING THE PLACE, I SIMPLY PUT MY FOOT DOWN-- BOTH OF THEM!
HELLO, SON-- DID YOU FIND OUT ANYTHING ABOUT THE DIFFERENT PRODUCTS WE MAKE?
I GUESS DAD HASN'T HEARD ABOUT MY ADVENTURE YET!
UH-YES, DAD-I FOUND OUT YOU MAKE ONE SWELL SPRINGBOARD!
?
THE END

Casper
THE FRIENDLY CUB SCOUT

INVITES YOU TO BE A

CUB SCOUT

HARVEY FAMOUS CARTOONS

YOU CAN BE A CUB SCOUT

If you are 8 years old or in the third grade, you can join the Cub Scouts. If you are 10 years old, you can become a Webelos Scout.

1. THE CUB SCOUT PROMISE

To do my best to do my duty to God and my country.

To help other people

To obey the Law of the Pack

2. THE LAW OF THE PACK

The Cub Scout follows Akela

The Cub Scout helps the pack go.

The pack helps the Cub Scout grow

The Cub Scout gives goodwill

"Akela" means "good leader."

3. THE MEANING OF WEBELOS

Webelos is the highest rank for Cub Scouts

"Webelos" sounds like an Indian name

The word Webelos is made from the capital letters in this sentence: "WE'll BE Loyal Scouts."

4. THE CUB SCOUT SIGN AND HANDSHAKE

The Sign

Make the sign with your right hand high over your shoulder. The two fingers stand for two parts of the Cub Scout Promise —"help other people" and "obey the Law of the Pack."

The Handshake

When you shake hands with another Cub Scout, place the first two fingers of the right hand on the other boy's wrist

5. THE CUB SCOUT MOTTO AND SALUTE

The Motto — "DO YOUR BEST"

A motto is a rule for living. The Cub Scout motto asks you to do as well as you can, always

The Salute

Hold the first two fingers of your right hand close together. Touch them to your cap. Use this salute when you greet a Cub Scout leader. You can use it also to show goodwill to another Cub Scout.

JOIN US!

CUB SCOUTS
BOY SCOUTS OF AMERICA

TO FIND THE LOCATION OF YOUR NEARBY PACK, CONTACT YOUR LOCAL POLICE DEPARTMENT, SCHOOL, CHURCH, TEMPLE OR CIVIC ORGANIZATION —OR CONTACT YOUR LOCAL *BOY SCOUTS OF AMERICA SCOUT COUNCIL OFFICE* LISTED IN THE WHITE PAGES OF YOUR TELEPHONE BOOK

....OR MAIL COUPON TO:

CASPER/CUB SCOUTS
BOY SCOUTS OF AMERICA
NORTH BRUNSWICK, N.J. 08902

I WANT TO BE A CUB SCOUT.
WHERE AND WHEN CAN I JOIN?

PRINT
NAME _____ AGE ____

ADDRESS _____

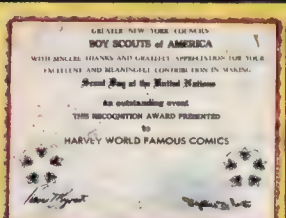
CITY _____ STATE _____ ZONE ____

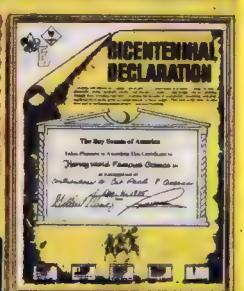
MY TELEPHONE NUMBER IS _____

GOSH... I'M BLUSHING...

LOOK AT THESE GREAT AWARDS FROM THE GREATEST ORGANIZATIONS!

...I'M JUST A HARVEY HELPER... AND I'LL KEEP ON HELPING OUR FRIENDLY KIDS.





AWARD BY NATIONAL BOY SCOUTS OF AMERICA NORTH BRUNSWICK, N.J.

ALFRED HARVEY, PRESIDENT
HARVEY WORLD FAMOUS COMICS
EVELYN JOHNSON, V.P. ADV./MERCH.
HARVEY WORLD FAMOUS COMICS

the EXECUTIVES OF SCOUTING/USA
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J. JAY GASSEN, DIRECTOR OF SUPPLY DIVISION
RUSSEL BURKINS, EXTERNAL COMMUNICATIONS
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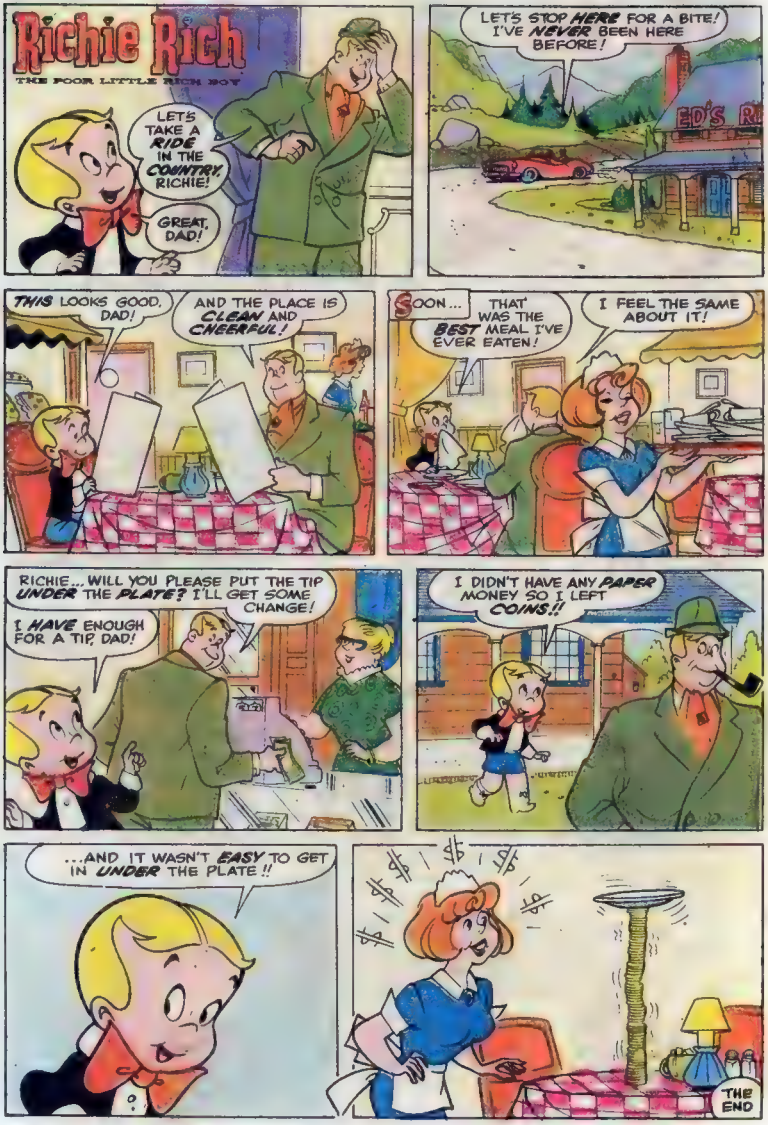
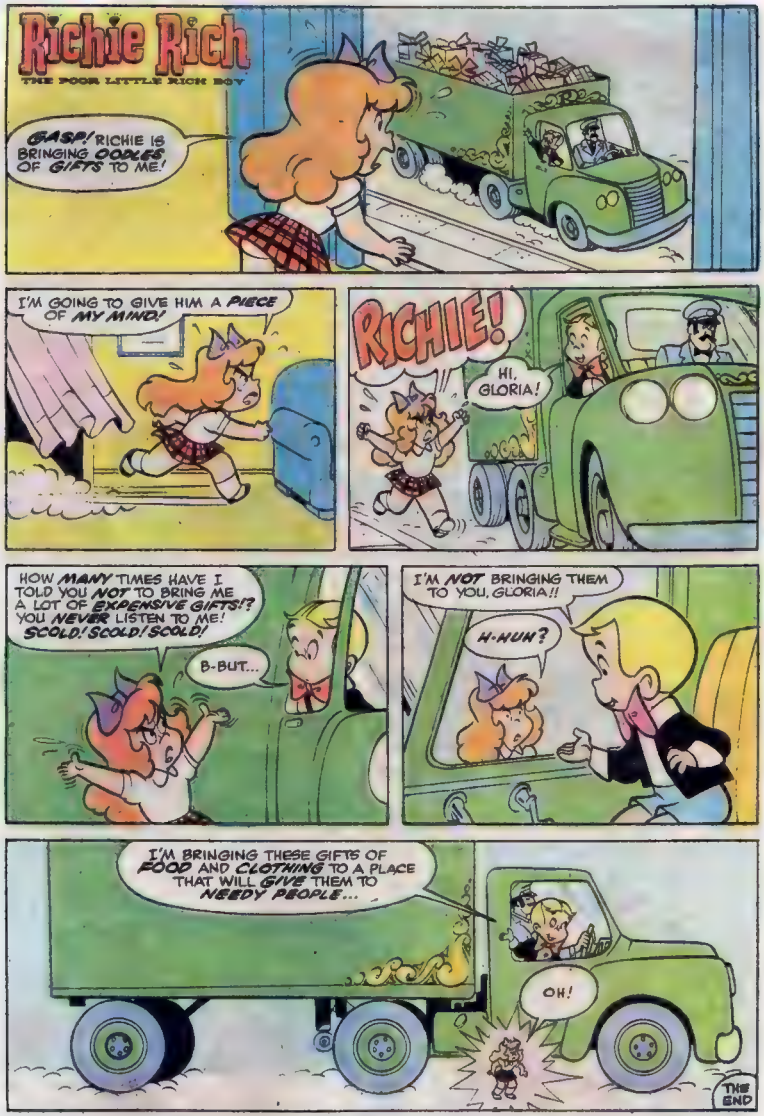
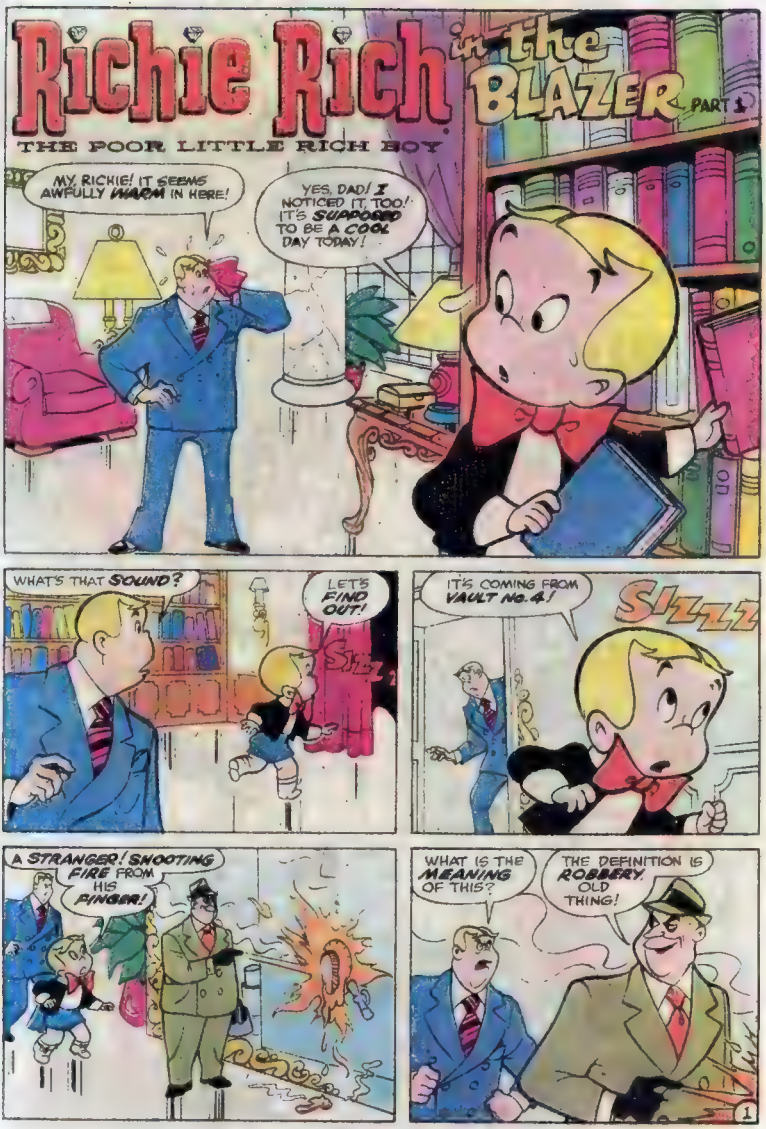
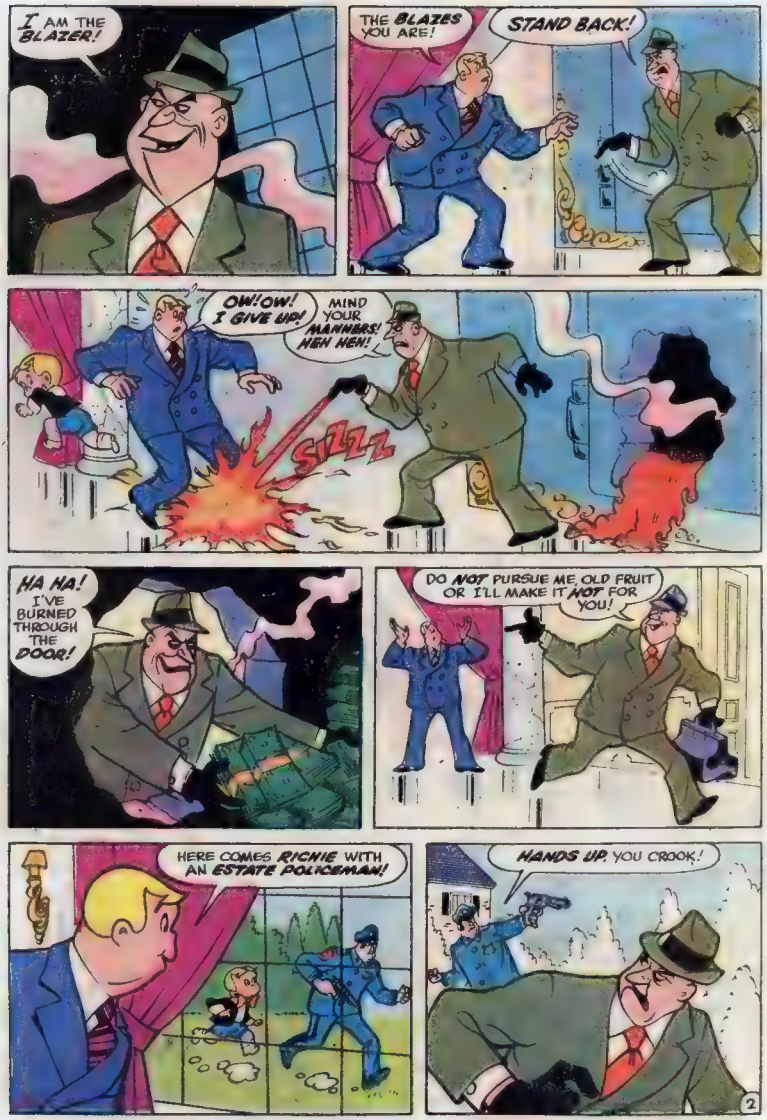
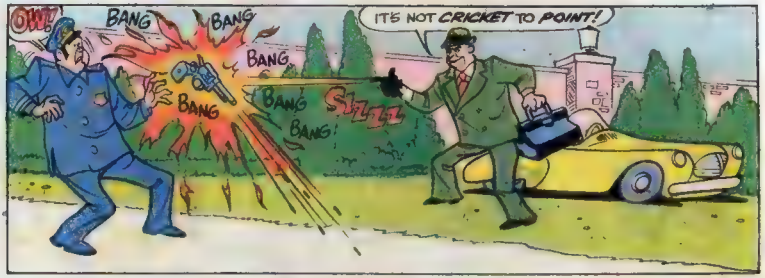
RALPH J. SPOSATO, ADV. & PROMOTION DIRECTOR
PUBLIC RELATIONS DIVISION

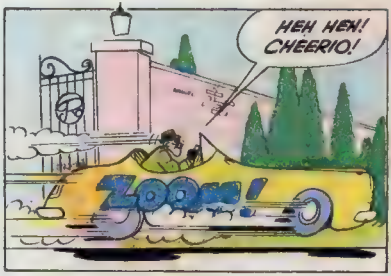

Richie Rich
THE POOR LITTLE RICH BOY
LET'S TAKE A RIDE IN THE COUNTRY, RICHIE!
GREAT, DAD!
LET'S STOP HERE FOR A BITE! I'VE NEVER BEEN HERE BEFORE!
ED'S
THIS LOOKS GOOD, DAD!
AND THE PLACE IS CLEAN AND CHEERFUL!
SOON...
THAT WAS THE BEST MEAL I'VE EVER EATEN!
I FEEL THE SAME ABOUT IT!
RICHIE... WILL YOU PLEASE PUT THE TIP UNDER THE PLATE? I'LL GET SOME CHANGE!
I HAVE ENOUGH FOR A TIP, DAD!
I DIDN'T HAVE ANY PAPER MONEY SO I LEFT COINS!!
...AND IT WASN'T EASY TO GET IN UNDER THE PLATE!!
THE END

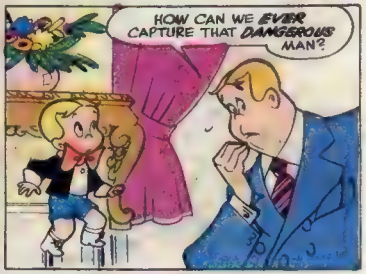

Richie Rich
THE POOR LITTLE RICH BOY
GASP! RICHIE IS BRINGING OODLES OF GIFTS TO ME!
I'M GOING TO GIVE HIM A PIECE OF MY MIND!
RICHIE!
HI, GLORIA!
HOW MANY TIMES HAVE I TOLD YOU NOT TO BRING ME A LOT OF EXPENSIVE GIFTS!? YOU NEVER LISTEN TO ME! SCOLD! SCOLD! SCOLD!
B-BUT...
I'M NOT BRINGING THEM TO YOU, GLORIA!!
H-HUH?
I'M BRINGING THESE GIFTS OF FOOD AND CLOTHING TO A PLACE THAT WILL GIVE THEM TO NEEDY PEOPLE...
OH!
THE END

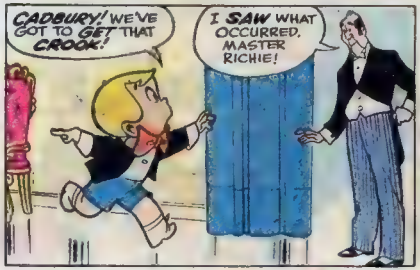

Richie Rich in The BLAZER PART 1
THE POOR LITTLE RICH BOY
MY, RICHIE! IT SEEMS AWFULLY WARM IN HERE!
YES, DAD! I NOTICED IT TOO! IT'S SUPPOSED TO BE A COOL DAY TODAY!
WHAT'S THAT SOUND?
LET'S FIND OUT!
SIZZ
IT'S COMING FROM VAULT NO. 4!
SIZZZZ
A STRANGER! SHOOTING FIRE FROM HIS FINGER!
WHAT IS THE MEANING OF THIS?
THE DEFINITION IS ROBBERY, OLD THING!
1

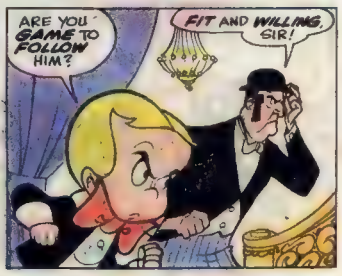

I AM THE BLAZER!
THE BLAZES YOU ARE!
STAND BACK!
OW! OW! I GIVE UP!
MIND YOUR MANNERS! HEH HEH!
SIZZL
HA HA! I'VE BURNED THROUGH THE DOOR!
DO NOT PURSUE ME, OLD FRUIT OR I'LL MAKE IT NOT FOR YOU!
HERE COMES RICHIE WITH AN ESTATE POLICEMAN!
HANDS UP, YOU CROOK!
2

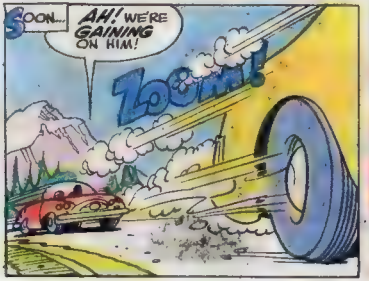

OW!
BANG
BANG
BANG
BANG
BANG
BANG
SIZZ
IT'S NOT CRICKET TO POINT!

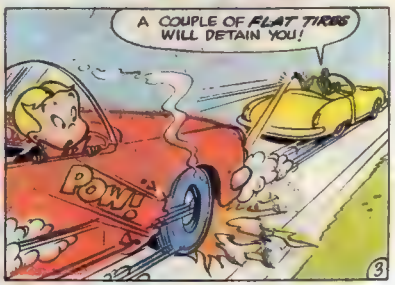

HEH HEH! CHEERIO!
ZOOM!

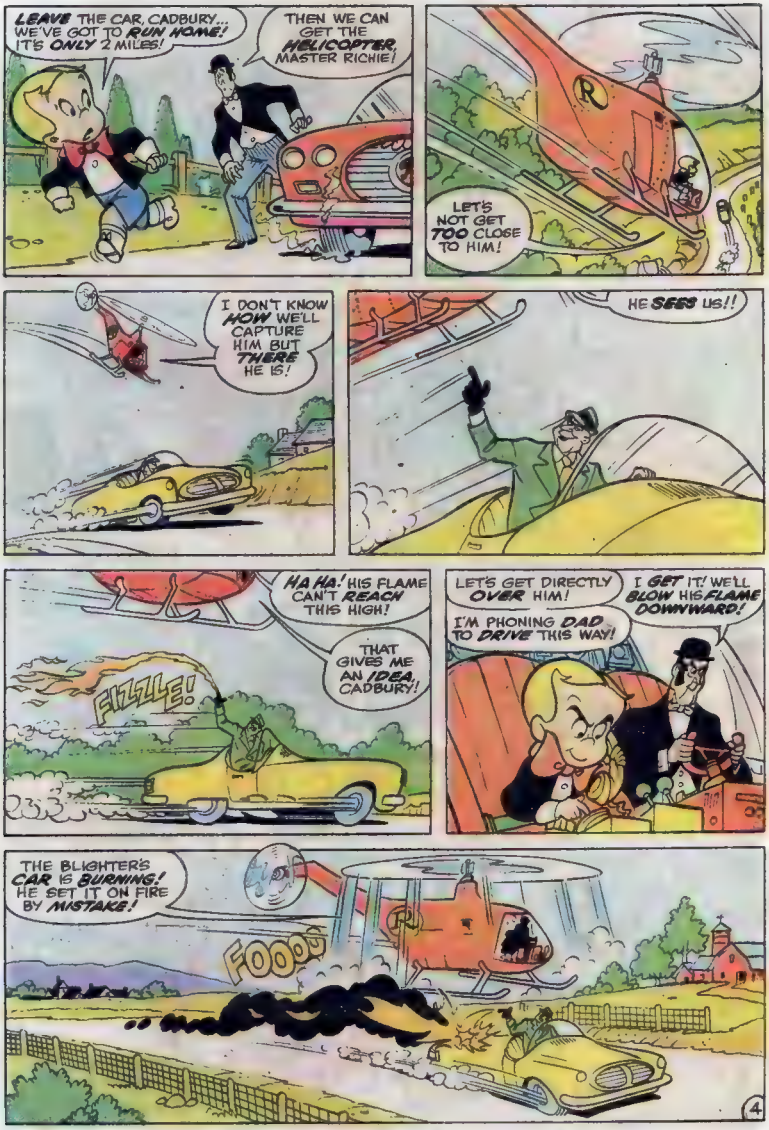

HOW CAN WE EVER CAPTURE THAT DANGEROUS MAN?

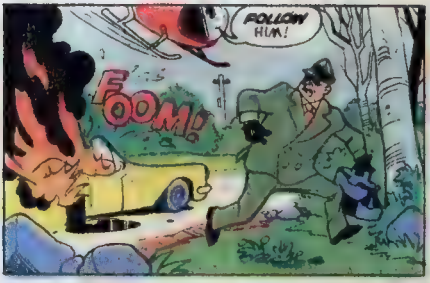

CADBURY! WE'VE GOT TO GET THAT CROOK!
I SAW WHAT OCCURRED, MASTER RICHIE!

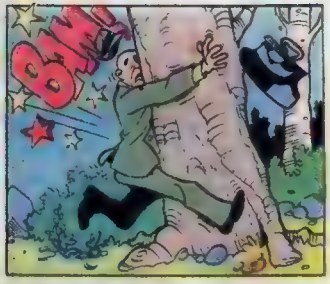

ARE YOU GAME TO FOLLOW HIM?
FIT AND WILLING, SIR!

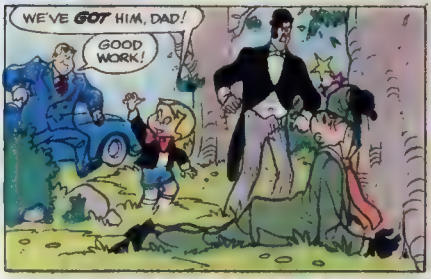

SOON...
AH! WE'RE GAINING ON HIM!
ZOOM!

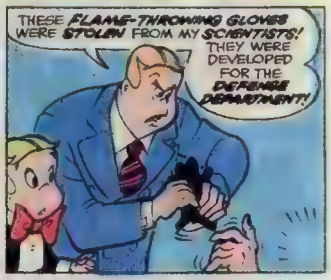

A COUPLE OF FLAT TIRES WILL DETAIN YOU!
POW!

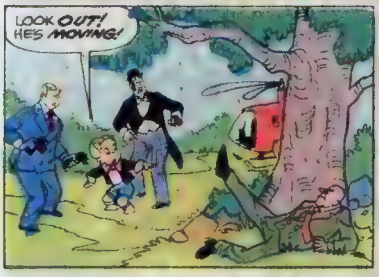

LEAVE THE CAR, CADBURY... WE'VE GOT TO RUN HOME! IT'S ONLY 2 MILES!
THEN WE CAN GET THE HELICOPTER, MASTER RICHIE!
LET'S NOT GET TOO CLOSE TO HIM!
I DON'T KNOW HOW WE'LL CAPTURE HIM BUT THERE HE IS!
HE SEES US!!
HA HA! HIS FLAME CAN'T REACH THIS HIGH!
THAT GIVES ME AN IDEA, CADBURY!
FIZZLE!
LET'S GET DIRECTLY OVER HIM!
I'M PHONING DAD TO DRIVE THIS WAY!
I GET IT! WE'LL BLOW HIS FLAME DOWNWARD!
THE BLIGHTER'S CAR IS BURNING! HE SET IT ON FIRE BY MISTAKE!
FOOOO
4

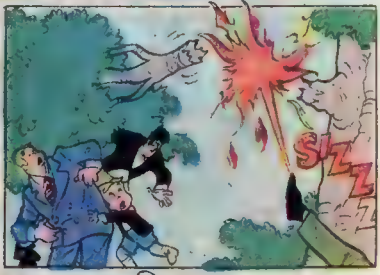


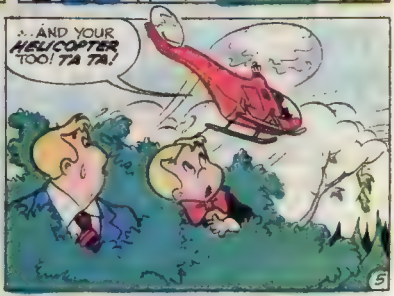












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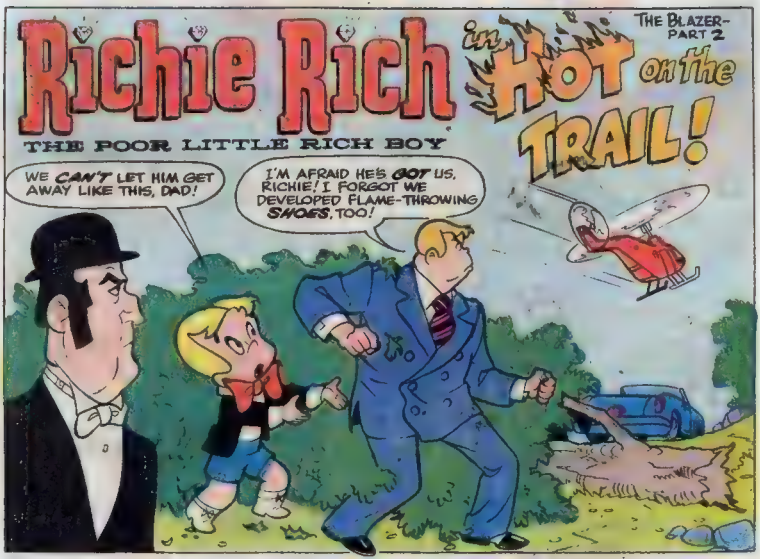
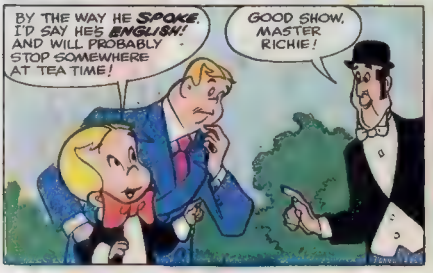
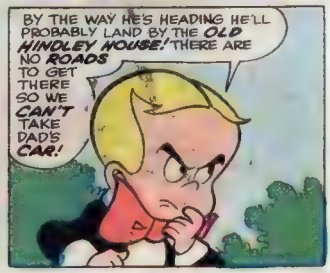
Richie Rich in HOT on the TRAIL!

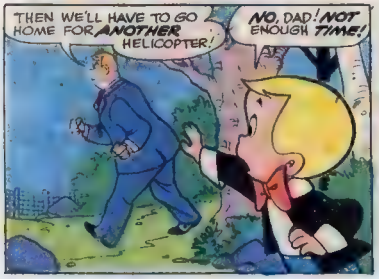
THE BLAZER- PART 2

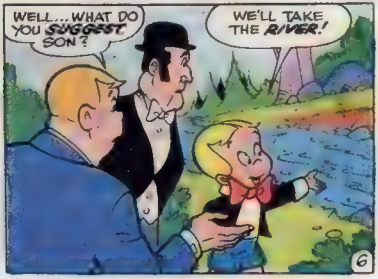
THE POOR LITTLE RICH BOY







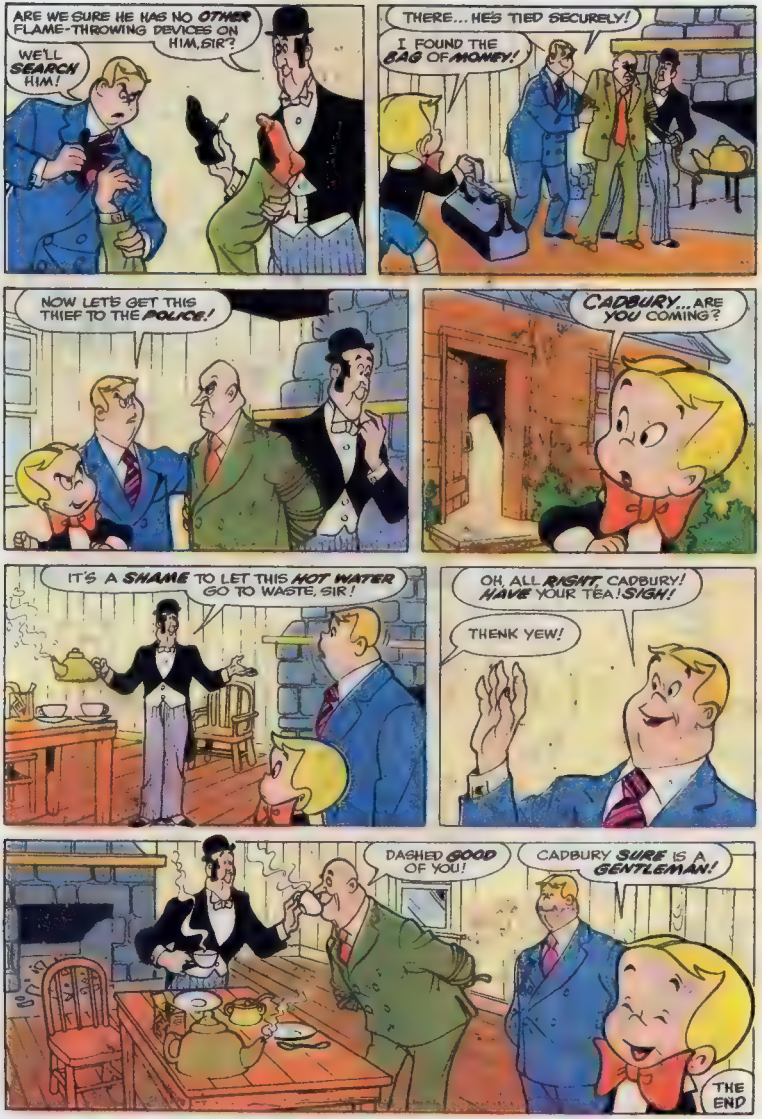


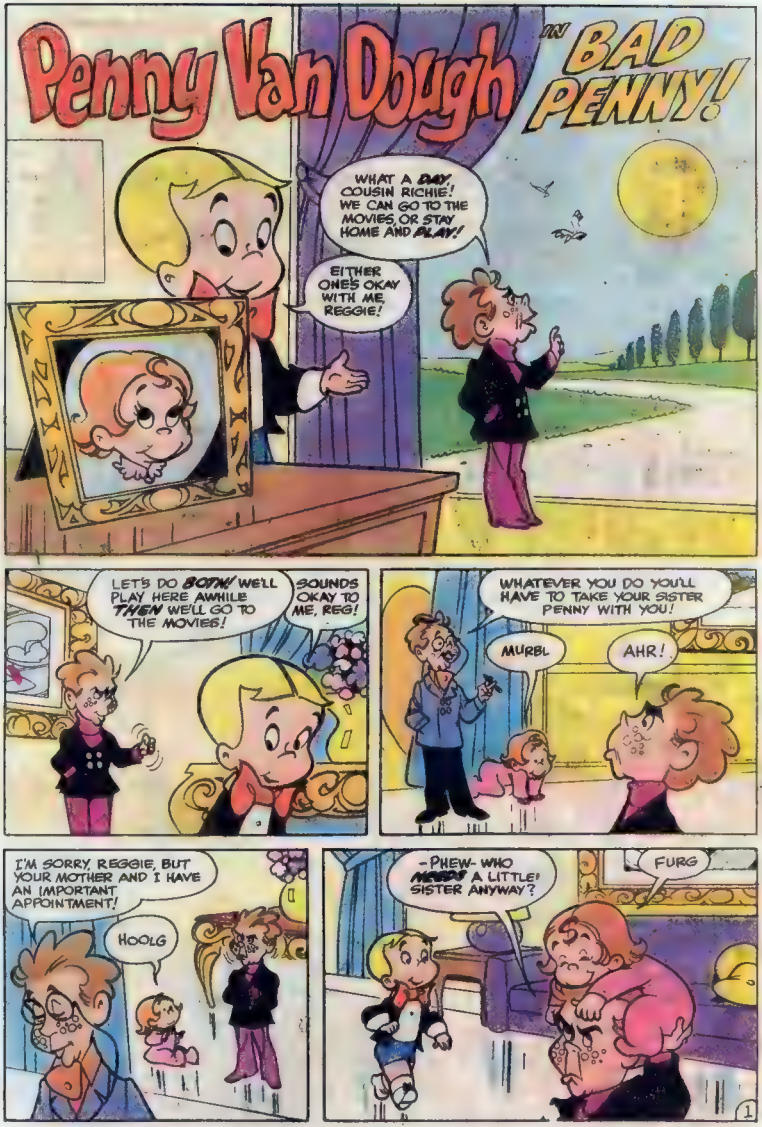


B-BUT THERE'S NO BOAT OR CANOE AROUND HERE!
I KNOW... BUT COME ON, PLEASE!
IT'S A FAST MOVING RIVER AND IT GOES NEAR THE HINDLEY HOUSE!
I THINK WE CAN FLOAT DOWN ON THIS LOG!
IT'S WORTH A TRY!
I WONDER IF I SHOULD KEEP A LOG OF THIS TRIP! HAW! I JEST!
LOOK! GRIZZLY BEARS AHEAD!
THEY'RE CATCHING SALMON!
P-PARDON US!
BUMP!
GRRR!
SWAT!

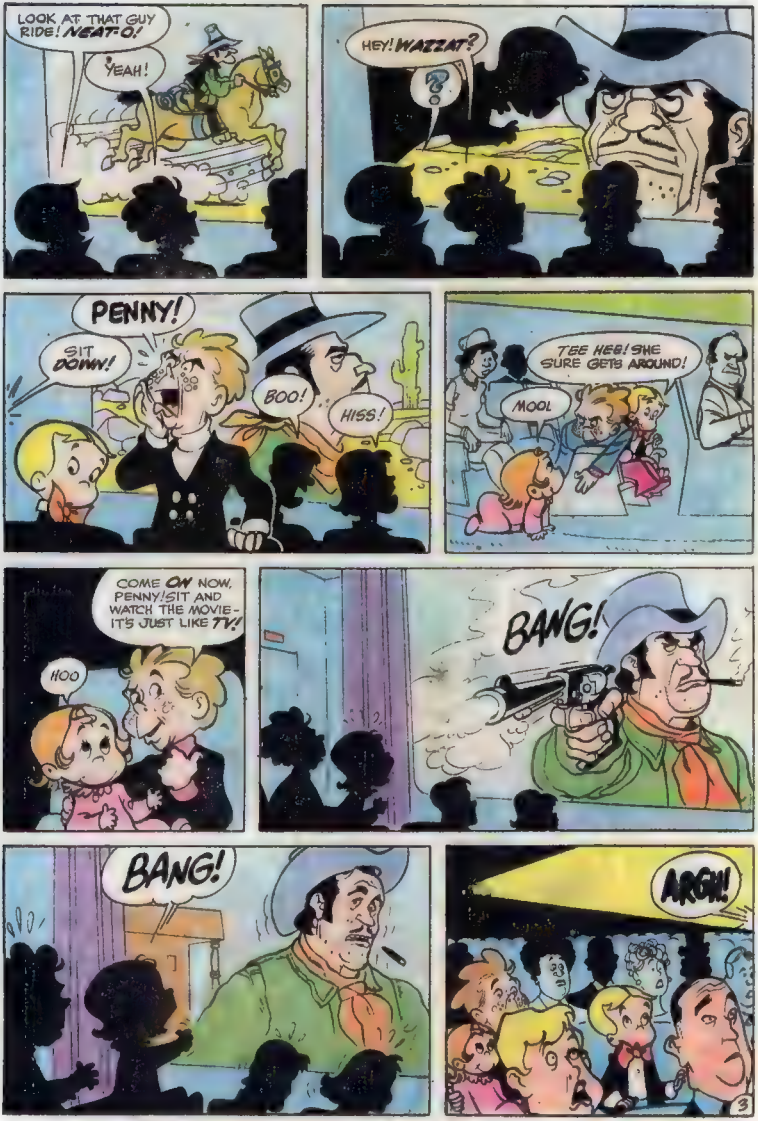
THE BLIGHTER MUST THINK THIS IS A BLOOMING SPIN-THE-ARROW GAME!
HANG ON!
A CHAP COULD GET SEASICK SPINNING LIKE THAT!
GULP! THERE'S THAT AWFULLY LOW BRIDGE AHEAD! WE'LL HAVE TO LEAP UP ON THE BRIDGE...
...AND JUMP ON THE LOG...
...WHEN IT EMERGES! OW!
OW!
OW!
LOOK! THERE'S THE HELICOPTER!

LET'S SNEAK ASHORE!
SHHH!
SIZZZZ
ALLOW ME TO SNEAK IN AND NAB HIM!
BE CAREFUL, CADBURY! HE'S DANGEROUS!
ONE LUMP OR TWO, SIR!
DREADFULLY SORRY, OLD BEAN!
CONK
HURRY! TAKE OFF HIS GLOVES AND SHOES!


ARE WE SURE HE HAS NO OTHER FLAME-THROWING DEVICES ON HIM, SIR?
WE'LL SEARCH HIM!
THERE... HE'S TIED SECURELY!
I FOUND THE BAG OF MONEY!
NOW LET'S GET THIS THIEF TO THE POLICE!
CADBURY... ARE YOU COMING?
IT'S A SHAME TO LET THIS HOT WATER GO TO WASTE, SIR!
OH, ALL RIGHT, CADBURY! HAVE YOUR TEA! SIGH!
THENK YEW!
DASHED GOOD OF YOU!
CADBURY SURE IS A GENTLEMAN!
THE END

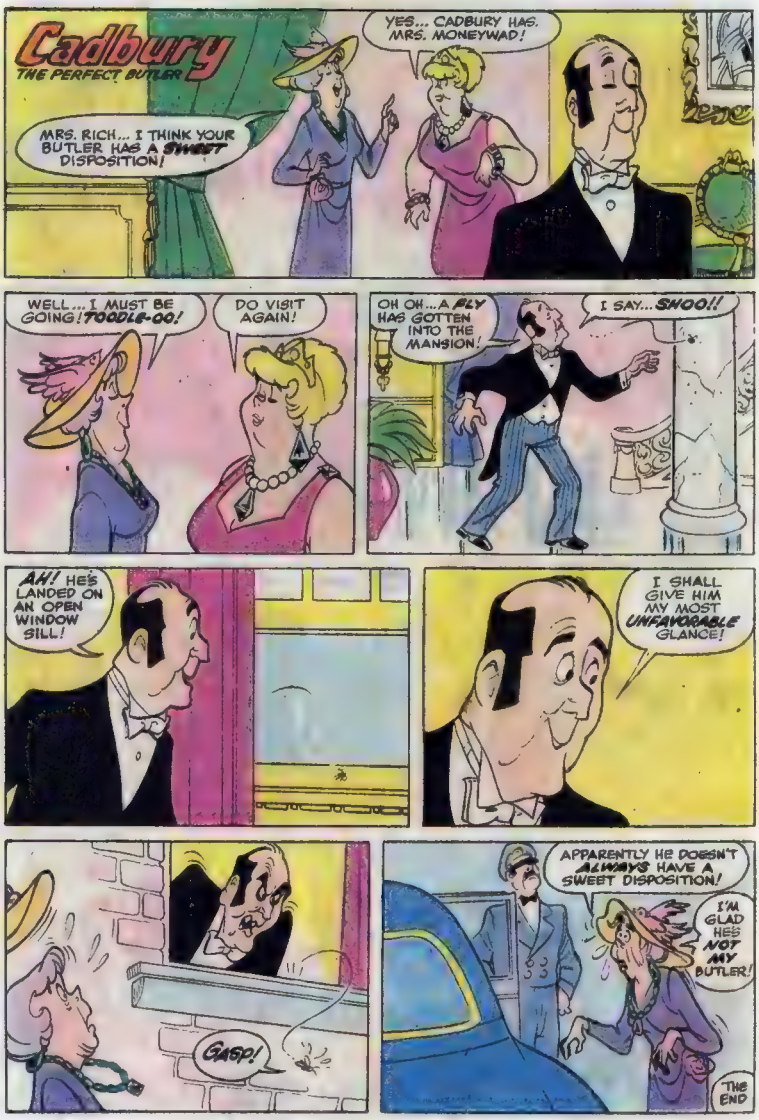

Penny Van Dough
IN BAD PENNY!
WHAT A DAY, COUSIN RICHIE! WE CAN GO TO THE MOVIES, OR STAY HOME AND PLAY!
EITHER ONE'S OKAY WITH ME, REGGIE!
LET'S DO BOTH! WE'LL PLAY HERE AWHILE THEN WE'LL GO TO THE MOVIES!
SOUNDS OKAY TO ME, REG!
WHATEVER YOU DO YOU'LL HAVE TO TAKE YOUR SISTER PENNY WITH YOU!
MURBL
AHR!
I'M SORRY, REGGIE, BUT YOUR MOTHER AND I HAVE AN IMPORTANT APPOINTMENT!
HOOLG
-PHEW- WHO NEEDS A LITTLE SISTER ANYWAY?
FURG
1

AH, IT WON'T BE SO BAD, REG! LET'S TAKE HER TO HER FIRST MOVIE!
-AHH-
SOON
WHAT A MOVIE THAT MUST BE!
THE BEAST THAT ATE KAY GARDENS
SEE!
SEE!
SEE
TWO KIDS AND ONE PEST-
HEY! WHERE IS SHE?
HOIK
WILL YOU COME ON!
TOOK
HOW ABOUT SOME POPCORN!
GOOD! NOW WHERE DID SHE GO?
POPC
HA
POPCORN
LET'S GET SEATS-- THE MOVIES STARTED!
2


LOOK AT THAT GUY RIDE! NEAT-O!
YEAH!
HEY! WAZZAT?
?
PENNY!
SIT DOWN!
BOO!
HISS!
TEE HEE! SHE SURE GETS AROUND!
MOOL
COME ON NOW, PENNY! SIT AND WATCH THE MOVIE - IT'S JUST LIKE TV!
HOO
BANG!
BANG!
ARGH!
3

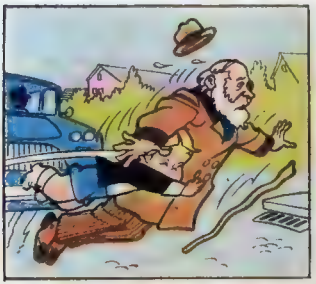
HA! DID YOU SEE THAT? IT LOOKED AS IF PENNY SHOT HIM!
-AHR- SHE'S WANDERED OFF AGAIN!
EEK!
THERE!
THERE'S A GIGANTIC MOUSE UNDER MY SEAT!
IT'S NO MOUSE, MADAM- IT'S MY COUSIN PENNY!
JUST SIT STILL, WILL YA?
NOO
HEY- LOOKA THE FANCY PANTS!
DID YOUR MOMMA DRESS YOU UP LIKE THAT, OR WAS IT YOUR IDEA?
WE DON'T WANT ANY TROUBLE!
WELL, FANCY PANTS, YOU GOT IT ANYWAY!
4

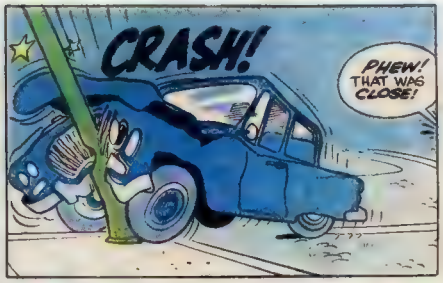
!
-AAA-OW!!
-AAH! SOMETHING BIT ME!
CHOMP!
OW!
MY LEG, MY LEG!
AH!
YAHH, COME BACK, YOU COWARDS!
-NOO-
-ATER- HI, BOYS! I HOPE YOU WEREN'T TOO BORED TAKING CARE OF PENNY!
BORED? WITH PENNY?
SHE'S ONLY THE GREATEST, DAD- THE GREATEST!
THE END

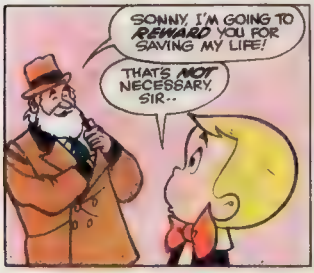

Cadbury
THE PERFECT BUTLER
MRS. RICH... I THINK YOUR BUTLER HAS A SWEET DISPOSITION!
YES... CADBURY HAS. MRS. MONEYWAD!
WELL... I MUST BE GOING! TOODLE-OO!
DO VISIT AGAIN!
OH OH... A FLY HAS GOTTEN INTO THE MANSION!
I SAY... SHOO!!
AH! HE'S LANDED ON AN OPEN WINDOW SILL!
I SHALL GIVE HIM MY MOST UNFAVORABLE GLANCE!
GASP!
APPARENTLY HE DOESN'T ALWAYS HAVE A SWEET DISPOSITION!
I'M GLAD HE'S NOT MY BUTLER!
THE END

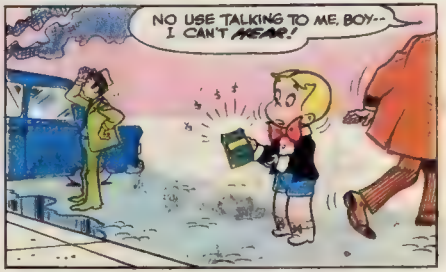
THE POOR LITTLE RICH BOY
Richie Rich
in THE KNOW-IT-ALL
REGGIE! LOOK OUT!
BONG!
OOG!
X-89 CONTROL
RICHIE HYPERMENTAL X-89
REG! ARE YOU OKAY?
MY HEAD FEELS FUNNY!
SAY--IT FEELS GOOD FUNNY! SUDDENLY I KNOW THINGS!
SUCH AS--?
SUCH AS--I KNOW THE SECRET COMBINATION OF THIS SAFE!
IMPOSSIBLE! I SET THE COMBINATION MYSELF!
--BUT I OPENED IT!

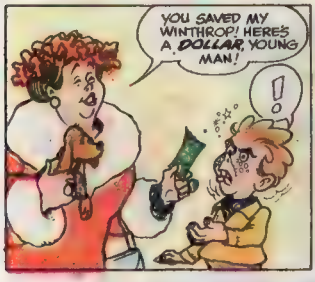
HOLY HANNAH! YOU REALLY DO KNOW THINGS!
WHEN YOUR ROCKET HIT MY HEAD, I GOT A SMARTER BRAIN!
IT'S GOING TO MAKE ME RICHER THAN YOU!
I HOPE HE'S NOT GOING TO DO ANYTHING DISHONEST!
I'M GOING OUT INTO THE WORLD TO MAKE MY FORTUNE!
I'D BETTER STICK WITH HIM, SO HE DOESN'T GET INTO TROUBLE!
AH! AH! SOMETHING IS COMING TO ME!
A RICH LADY'S DOG IS GOING TO RUN IN FRONT OF A CAR! IF I SAVE THAT DOG THERE'LL BE A REWARD IN IT FOR ME!
WINTHROP! COME BACK!
IRF!
HERE'S THE START OF MY FIRST MILLION!
SCREECH!
GOTCHA, PUPPY!
HERE'S YOUR DOG, MADAM!
OH, THANK YOU!
THAT OLD MAN! HE'S IN THE CAR'S WAY!
2

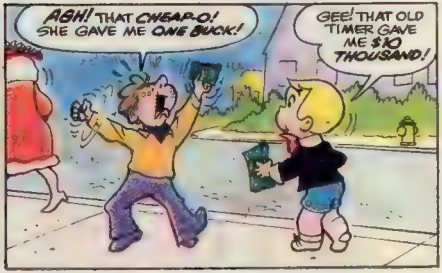


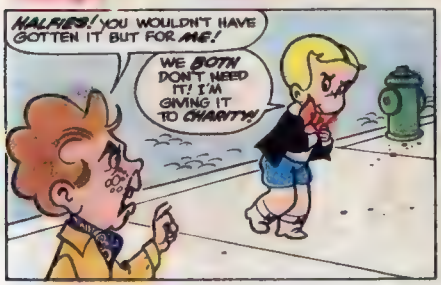

CRASH!
PHEW! THAT WAS CLOSE!

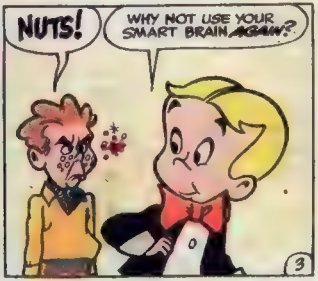

SONNY, I'M GOING TO REWARD YOU FOR SAVING MY LIFE!
THAT'S NOT NECESSARY, SIR--

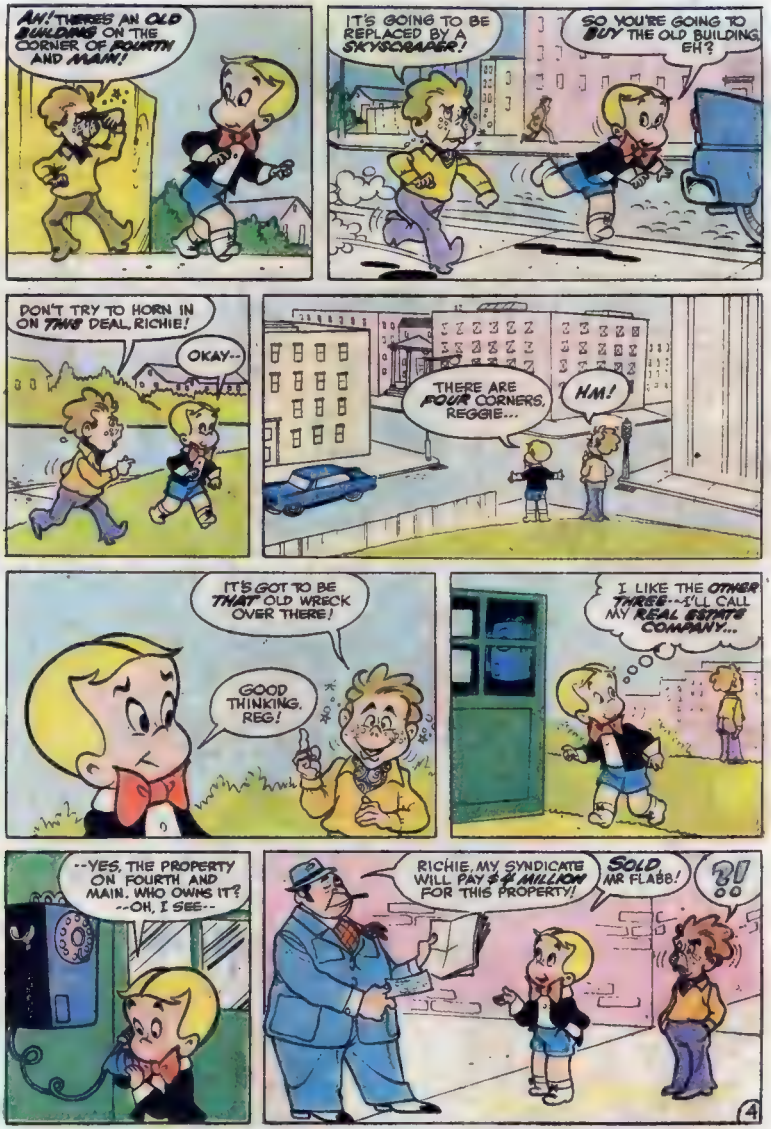

NO USE TALKING TO ME, BOY-- I CAN'T HEAR!


YOU SAVED MY WINTHROP! HERE'S A DOLLAR, YOUNG MAN!

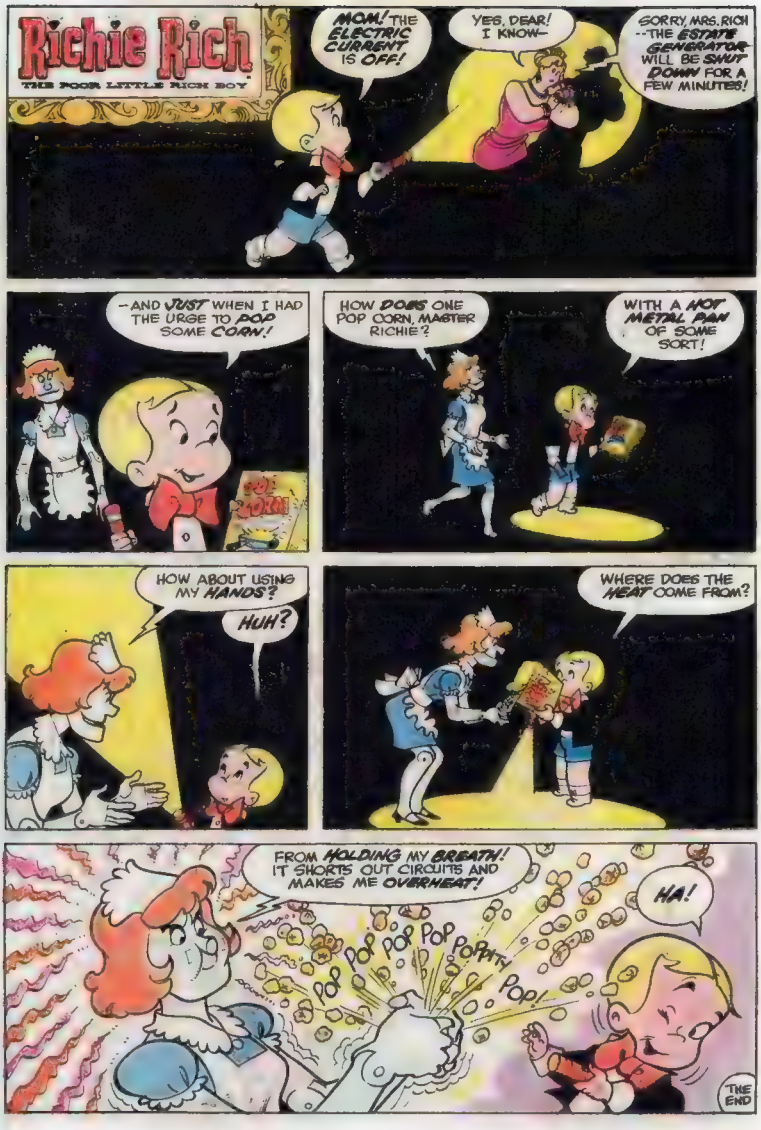

AGH! THAT CHEAP-O! SHE GAVE ME ONE BUCK!
GEE! THAT OLD TIMER GAVE ME $10 THOUSAND!

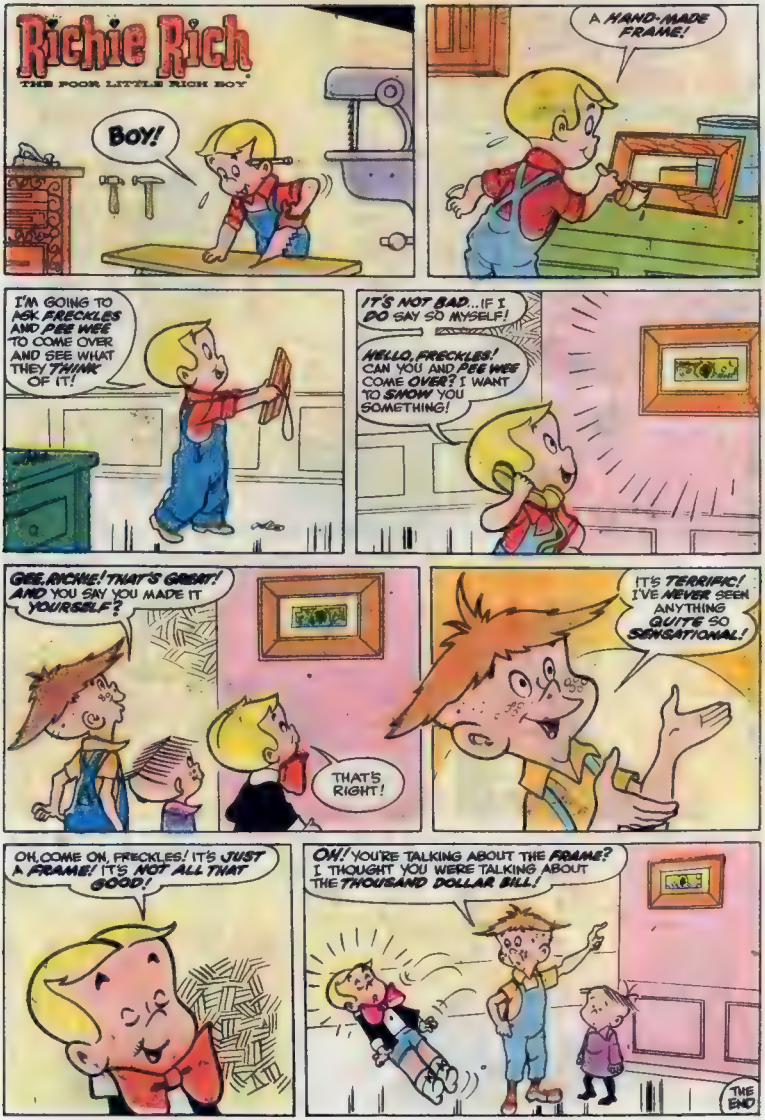

MALRIES! YOU WOULDN'T HAVE GOTTEN IT BUT FOR ME!
WE BOTH DON'T NEED IT! I'M GIVING IT TO CHARITY!

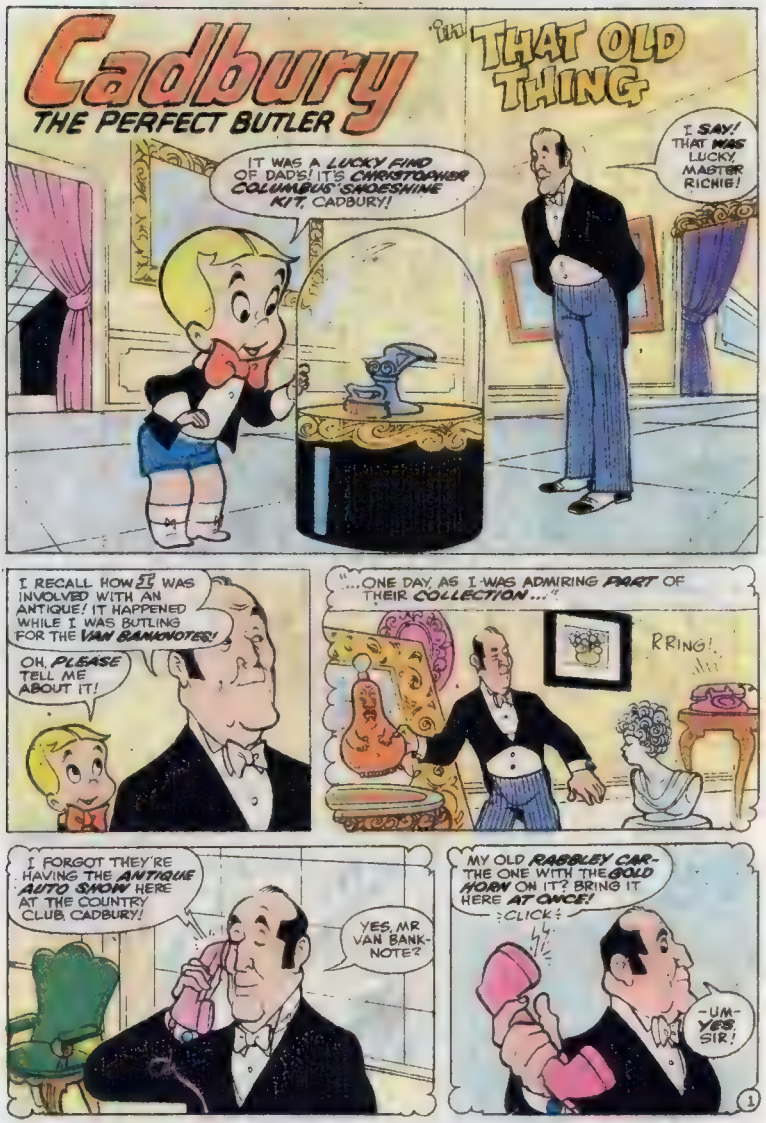

NUTS!
WHY NOT USE YOUR SMART BRAIN AGAIN?

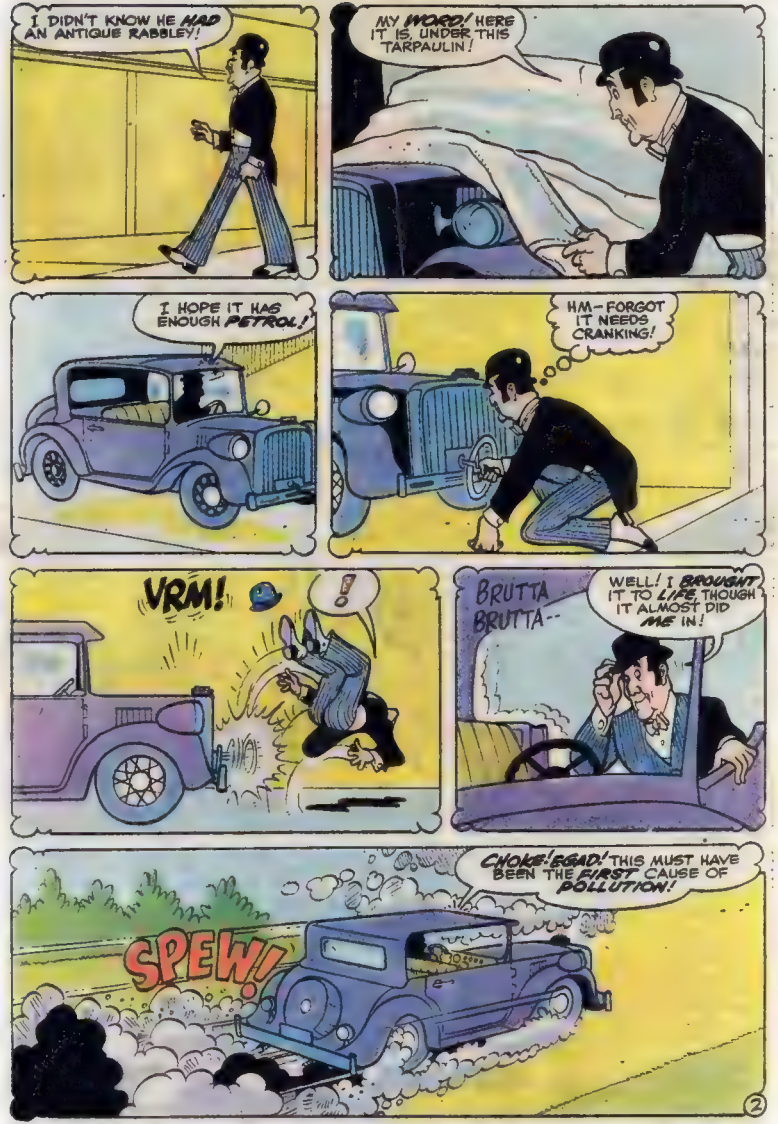

AW! THERE'S AN OLD BUILDING ON THE CORNER OF FOURTH AND MAIN!
IT'S GOING TO BE REPLACED BY A SKYSCRAPER!
SO YOU'RE GOING TO BUY THE OLD BUILDING, EH?
DON'T TRY TO HORN IN ON THIS DEAL, RICHIE!
OKAY--
THERE ARE FOUR CORNERS, REGGIE...
HM!
IT'S GOT TO BE THAT OLD WRECK OVER THERE!
GOOD THINKING, REG!
I LIKE THE OTHER THREE--I'LL CALL MY REAL ESTATE COMPANY...
--YES, THE PROPERTY ON FOURTH AND MAIN. WHO OWNS IT?
--OH, I SEE--
RICHIE, MY SYNDICATE WILL PAY $4 MILLION FOR THIS PROPERTY!
SOLD MR FLABB!
?!
4

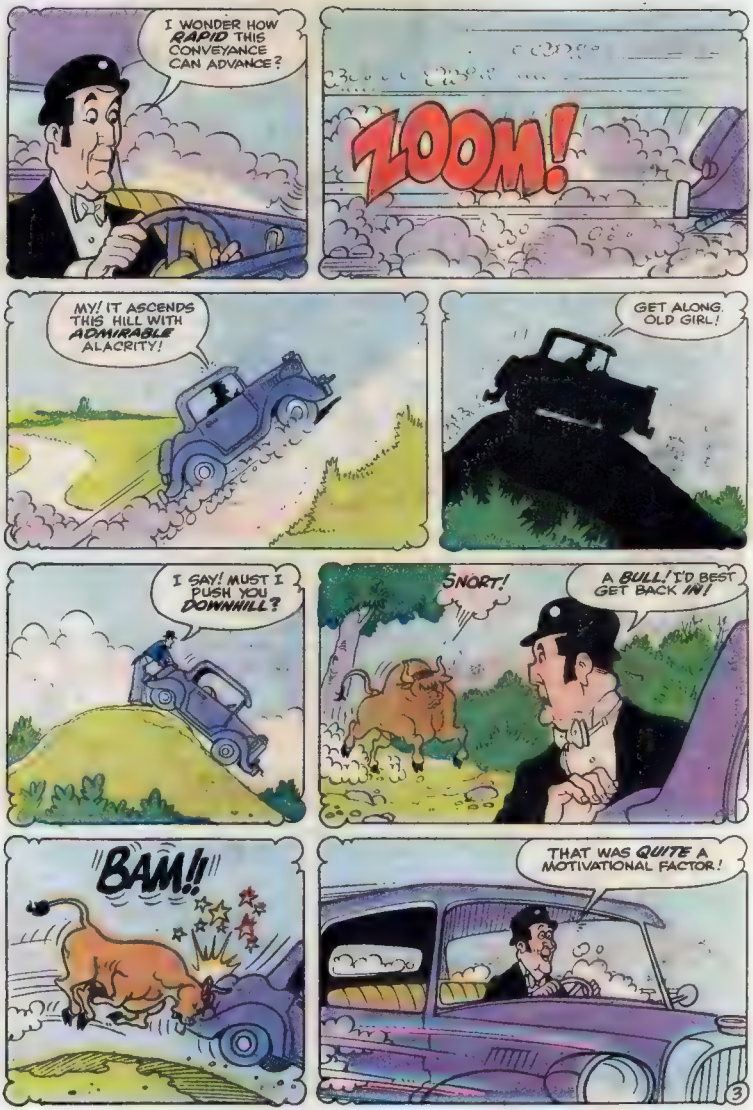
DOUBLECROSSER! YOU PROMISED NOT TO HORN IN!
DAD BOUGHT ME THAT PROPERTY LAST YEAR!
I INVESTED A QUARTER OF A MILLION IN A WORTHLESS CONDEMNED DUMP!
TYPICAL--
YOUNG RICH, I'LL SELL YOU THIS LOT FOR HALF A MILLION!
OKAY!
I ADVERTISED IN THE PAPER, BUT NOBODY SHOWED UP!
WAIT!
LOOK HERE, RICH-- I'LL GIVE YOU A COOL MILLION FOR THIS LOT!
SOLD!
AH! THE RICH LUCK NEVER RUNS OUT!
GEE! I JUST MADE HALF A MILLION IN ONE MINUTE!
LET'S GET BACK TO YOUR ROCKET!
REGGIE! WHAT ARE YOU DOING?!
MAYBE ANOTHER BANG ON MY HEAD WILL MAKE ME NORMAL! I'M TIRED OF MY BRAIN MAKING YOU RICHER!
THE END

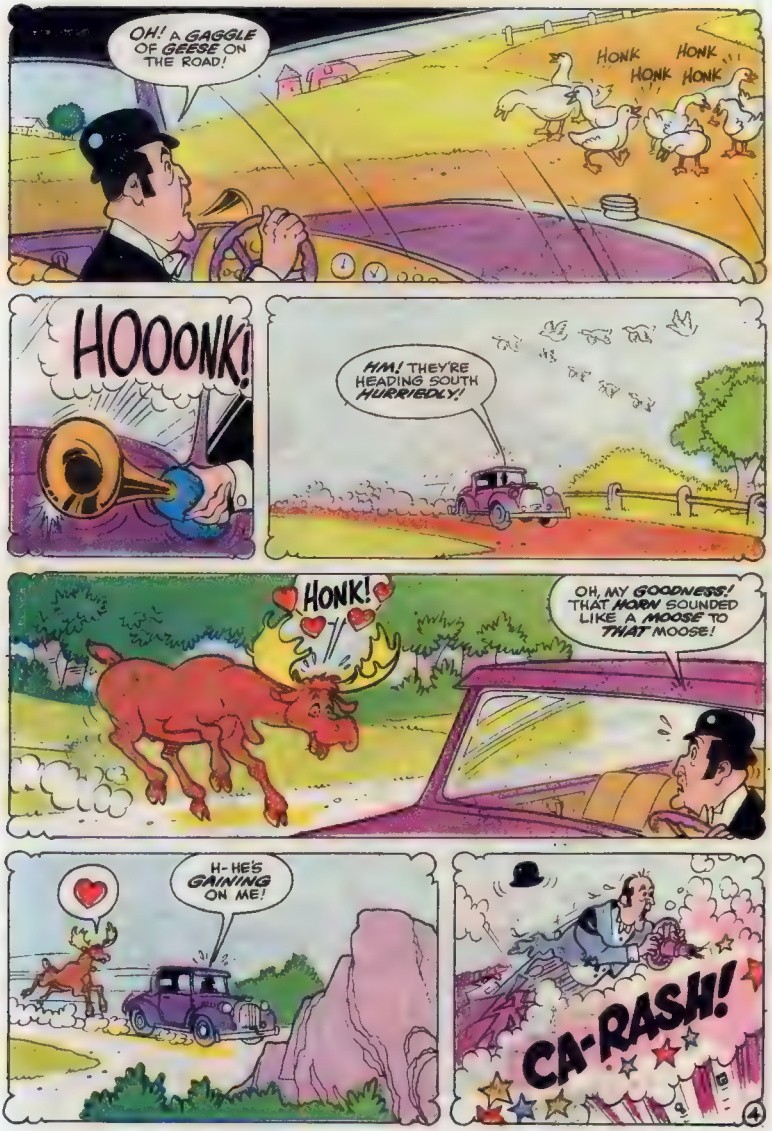

Richie Rich
THE POOR LITTLE RICH BOY
MOM! THE ELECTRIC CURRENT IS OFF!
YES, DEAR! I KNOW—
SORRY, MRS. RICH --THE ESTATE GENERATOR WILL BE SHUT DOWN FOR A FEW MINUTES!
—AND JUST WHEN I HAD THE URGE TO POP SOME CORN!
HOW DOES ONE POP CORN, MASTER RICHIE?
WITH A HOT METAL PAN OF SOME SORT!
HOW ABOUT USING MY HANDS?
HUH?
WHERE DOES THE HEAT COME FROM?
FROM HOLDING MY BREATH! IT SHORTS OUT CIRCUITS AND MAKES ME OVERHEAT!
HA!
pop pop pop pop poppity pop!
THE END

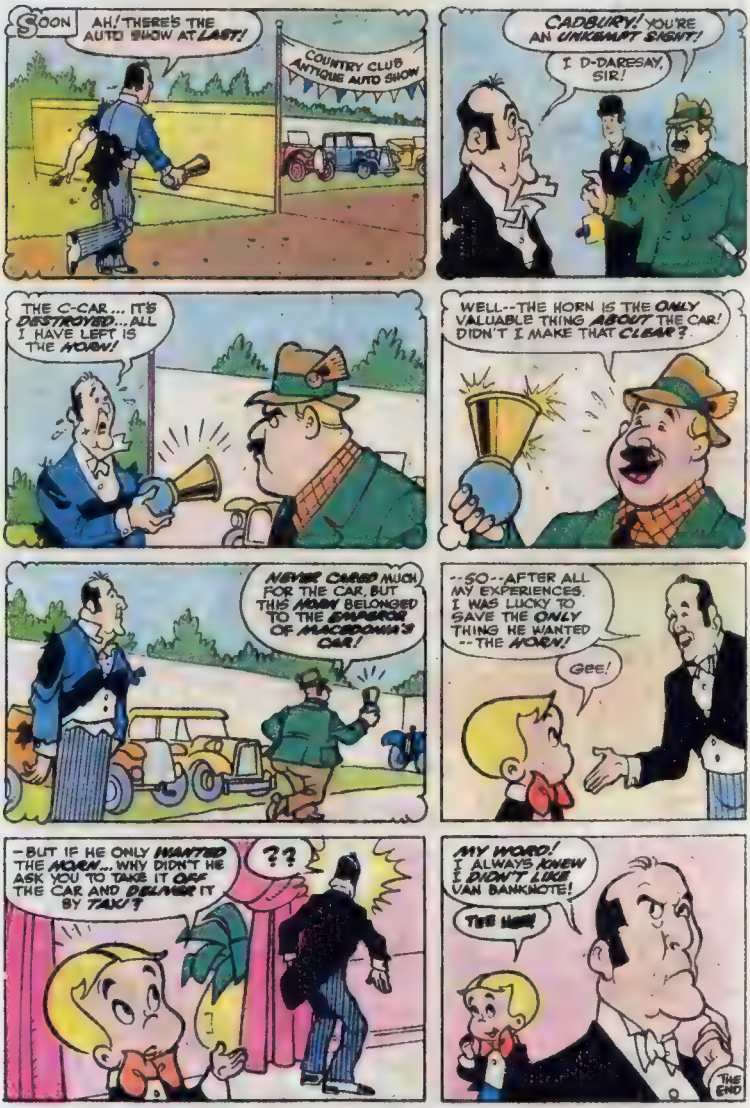

Richie Rich
THE POOR LITTLE RICH BOY
BOY!
A HAND-MADE FRAME!
I'M GOING TO ASK FRECKLES AND PEE WEE TO COME OVER AND SEE WHAT THEY THINK OF IT!
IT'S NOT BAD... IF I DO SAY SO MYSELF!
HELLO, FRECKLES! CAN YOU AND PEE WEE COME OVER? I WANT TO SHOW YOU SOMETHING!
GEE, RICHIE! THAT'S GREAT! AND YOU SAY YOU MADE IT YOURSELF?
THAT'S RIGHT!
IT'S TERRIFIC! I'VE NEVER SEEN ANYTHING QUITE SO SENSATIONAL!
OH, COME ON, FRECKLES! IT'S JUST A FRAME! IT'S NOT ALL THAT GOOD!
OH! YOU'RE TALKING ABOUT THE FRAME? I THOUGHT YOU WERE TALKING ABOUT THE THOUSAND DOLLAR BILL!
THE END

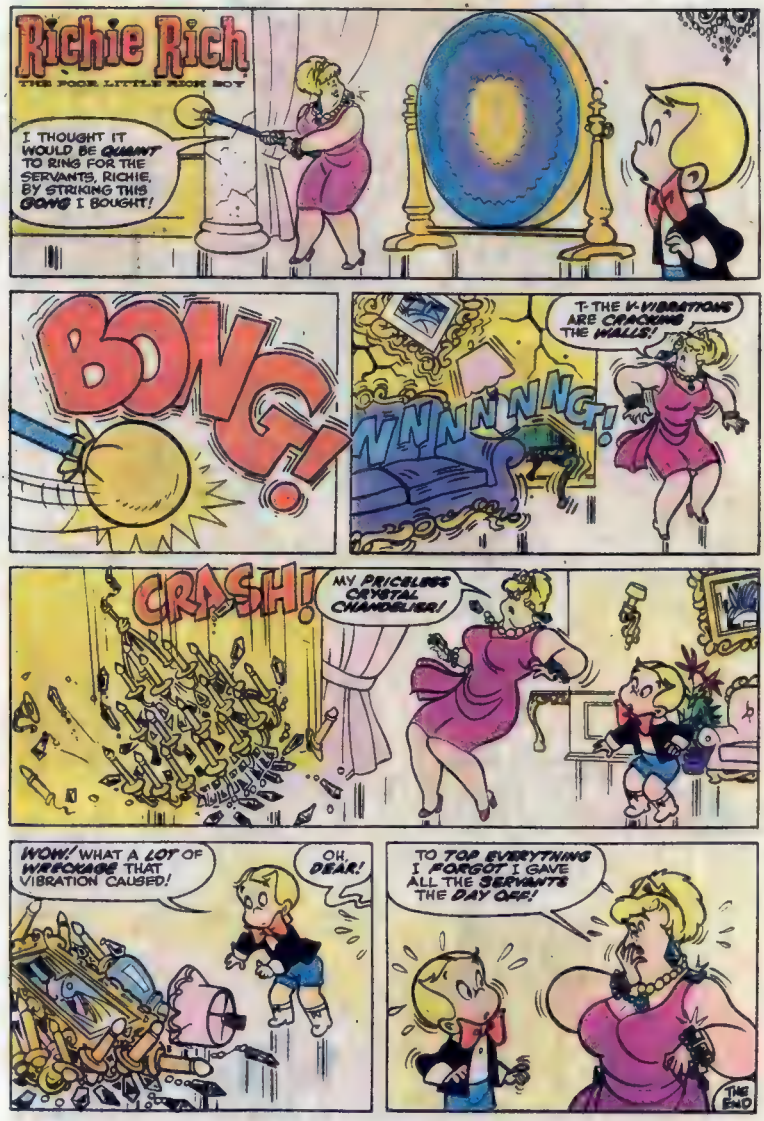

Cadbury
THE PERFECT BUTLER
"In" THAT OLD THING
IT WAS A LUCKY FIND OF DADS! IT'S CHRISTOPHER COLUMBUS' SHOESHINE KIT, CADBURY!
I SAY! THAT WAS LUCKY, MASTER RICHIE!
I RECALL HOW I WAS INVOLVED WITH AN ANTIQUE! IT HAPPENED WHILE I WAS BUTLING FOR THE VAN BANKNOTES!
OH, PLEASE TELL ME ABOUT IT!
"....ONE DAY AS I WAS ADMIRING PART OF THEIR COLLECTION..."
RRING!
I FORGOT THEY'RE HAVING THE ANTIQUE AUTO SHOW HERE AT THE COUNTRY CLUB, CADBURY!
YES, MR VAN BANK-NOTE?
MY OLD RASSLEY CAR- THE ONE WITH THE GOLD HORN ON IT? BRING IT HERE AT ONCE!
CLICK
-UM- YES, SIR!
1

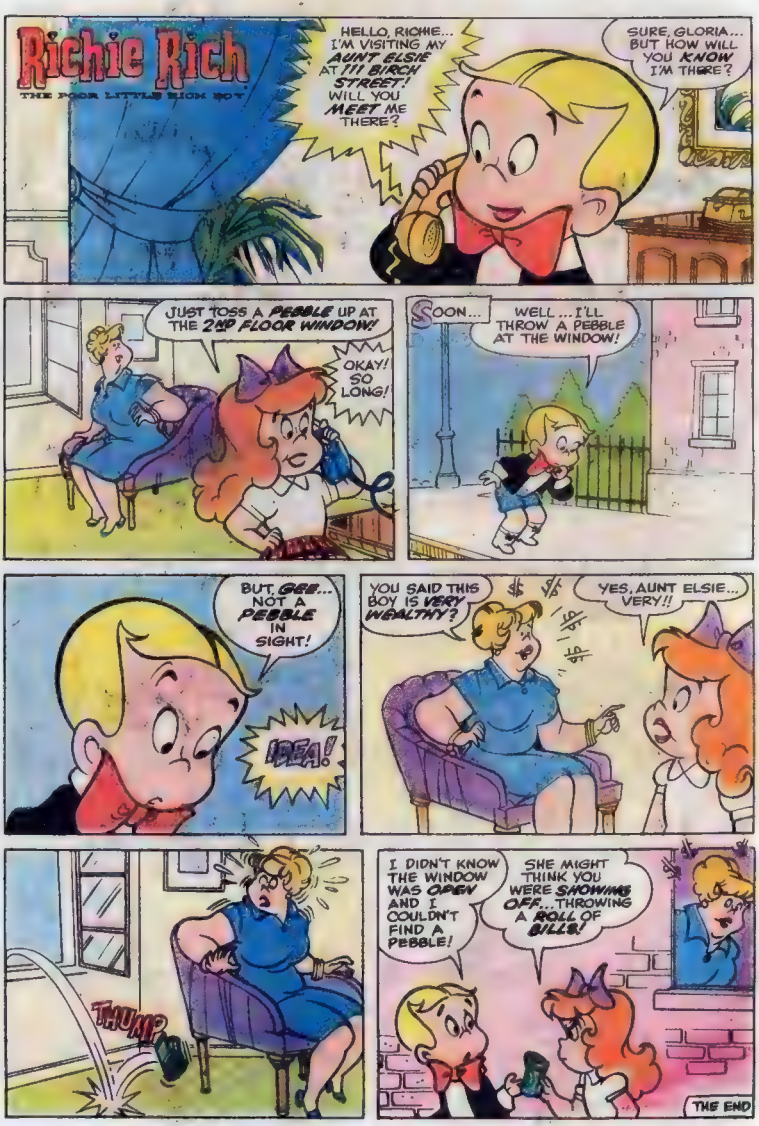

I DIDN'T KNOW HE HAD AN ANTIQUE RABBLEY!
MY WORD! HERE IT IS, UNDER THIS TARPAULIN!
I HOPE IT HAS ENOUGH PETROL!
HM - FORGOT IT NEEDS CRANKING!
VRM!
!
BRUTTA BRUTTA--
WELL! I BROUGHT IT TO LIFE, THOUGH IT ALMOST DID ME IN!
CHOKE! BGAD! THIS MUST HAVE BEEN THE FIRST CAUSE OF POLLUTION!
SPEW!


I WONDER HOW RAPID THIS CONVEYANCE CAN ADVANCE?
ZOOM!
MY! IT ASCENDS THIS HILL WITH ADMIRABLE ALACRITY!
GET ALONG, OLD GIRL!
I SAY! MUST I PUSH YOU DOWNHILL?
SNORT!
A BULL! I'D BEST GET BACK IN!
BAM!!
THAT WAS QUITE A MOTIVATIONAL FACTOR!
3


OH! A GAGGLE OF GEESE ON THE ROAD!
HONK HONK HONK HONK HONK
HOOONK!
HM! THEY'RE HEADING SOUTH HURRIEDLY!
HONK!
OH, MY GOODNESS! THAT HORN SOUNDED LIKE A MOOSE TO THAT MOOSE!
H- HE'S GAINING ON ME!
CA-RASH!
4


SOON
AH! THERE'S THE AUTO SHOW AT LAST!
COUNTRY CLUB ANTIQUE AUTO SHOW
CADBURY! YOU'RE AN UNKNOWN SIGHT!
I D-DARESAY, SIR!
THE C-CAR... IT'S DESTROYED... ALL I HAVE LEFT IS THE HORN!
WELL--THE HORN IS THE ONLY VALUABLE THING ABOUT THE CAR! DIDN'T I MAKE THAT CLEAR?
NEVER CARED MUCH FOR THE CAR, BUT THIS HORN BELONGED TO THE EMPEROR OF MACEDONIA'S CAR!
--SO--AFTER ALL MY EXPERIENCES, I WAS LUCKY TO SAVE THE ONLY THING HE WANTED --THE HORN!
GEE!
--BUT IF HE ONLY WANTED THE HORN... WHY DIDN'T HE ASK YOU TO TAKE IT OFF THE CAR AND DELIVER IT BY TAXI?
??
MY WORD! I ALWAYS KNEW I DIDN'T LIKE VAN BANKNOTE!
THE END


Richie Rich
THE POOR LITTLE RICH BOY
I THOUGHT IT WOULD BE QUAINT TO RING FOR THE SERVANTS, RICHIE, BY STRIKING THIS GONG I BOUGHT!
BONG!
T-THE V-VIBRATIONS ARE CRACKING THE WALLS!
WNNNNNG!
CRASH!
MY PRICELESS CRYSTAL CHANDELIER!
WOW! WHAT A LOT OF WRECKAGE THAT VIBRATION CAUSED!
OH, DEAR!
TO TOP EVERYTHING I FORGOT I GAVE ALL THE SERVANTS THE DAY OFF!
THE END

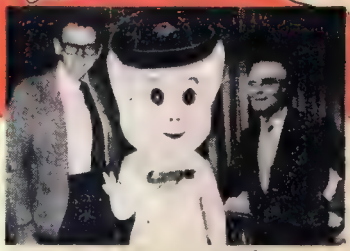

Richie Rich
THE POOR LITTLE RICH BOY
HELLO, RICHIE... I'M VISITING MY AUNT ELSIE AT 111 BIRCH STREET! WILL YOU MEET ME THERE?
SURE, GLORIA... BUT HOW WILL YOU KNOW I'M THERE?
JUST TOSS A PEBBLE UP AT THE 2ND FLOOR WINDOW!
OKAY! SO LONG!
SOON...
WELL... I'LL THROW A PEBBLE AT THE WINDOW!
BUT, GEE... NOT A PEBBLE IN SIGHT!
DEA!
YOU SAID THIS BOY IS VERY WEALTHY?
YES, AUNT ELSIE... VERY!!
THUMP
I DIDN'T KNOW THE WINDOW WAS OPEN AND I COULDN'T FIND A PEBBLE!
SHE MIGHT THINK YOU WERE SHOWING OFF... THROWING A ROLL OF BILLS!
THE END

I LOVE SPORTS...AND ALL CUB SCOUTS / SCOUTS, BSA WERE THRILLED AT OUR

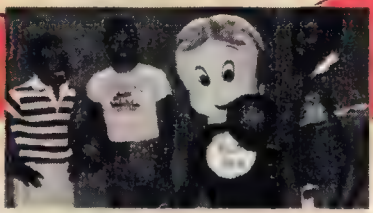
PRO SPORTS-O-RAMA

IN FELT FORUM OF MADISON SQUARE GARDEN

PRESENTED BY GREATER NEW YORK COUNCIL, BOY SCOUTS OF AMERICA



Alfred Harvey, President of Harvey World Famous Comics, joins Casper, The Friendly Ghost, in welcoming New York's Mayor Abraham Beame to Pro Sports-O-Rama.



Basketball superstars, Earl Monroe and Spencer Haywood of the N.Y. Knicks, get set to scrimmage with Richie Rich and Al Skinner of the N.Y. Nets.

Casper, and John R. Miltner, Director Of Exploring-Greater N.Y. Councils/BSA, look over photo prospects with Mr. Miltner's sons, William and Brian Patrick.

ALL THE SCOUTS AND CUB SCOUTS ARE THRILLED TO BE WITH CASPER.

Football stars, Randy Rasmussen and J.J. Jones of the N.Y. Jets, run a phantom play with Casper, The Friendly Ghost.

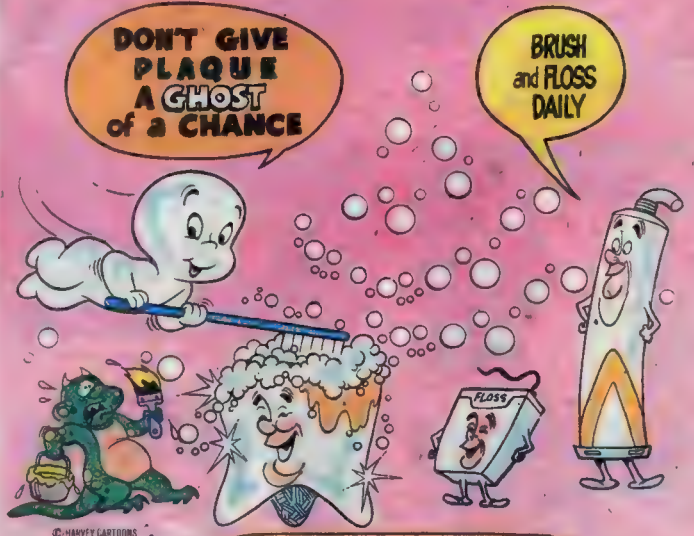
Rasmussen coaches future linemen.

Casper teams up with Allie Sherman, former Giant coach, to award prizes including Harvey Comics

ADAM HARVEY AS CASPER .. RUSS HARVEY AS RICHIE RICH

THE FRIENDLY GHOST

Casper® HELPS THE FRIENDLY DENTISTS

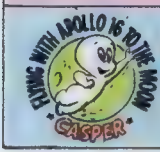


...and remember...
VISIT YOUR FRIENDLY DENTIST EVERY SIX MONTHS!

AMERICAN DENTAL ASSOCIATION

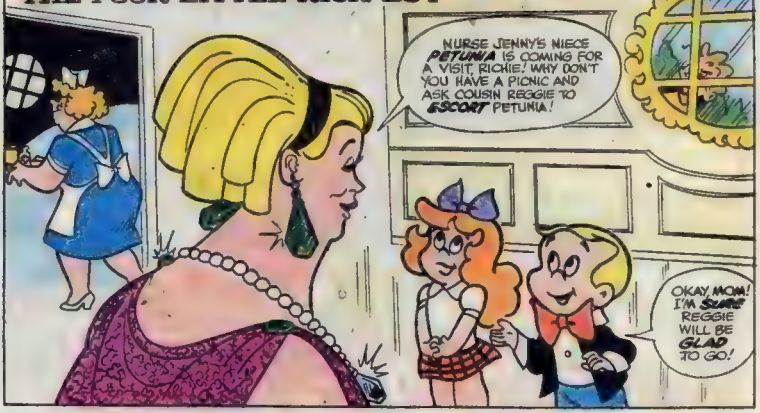
HARVEY COMICS

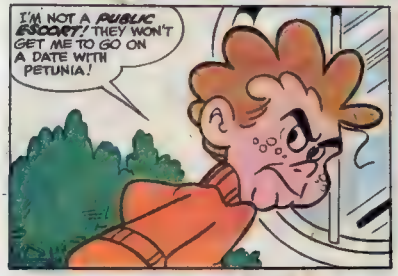
SPONSORED BY THE AMERICAN DENTAL ASSOCIATION

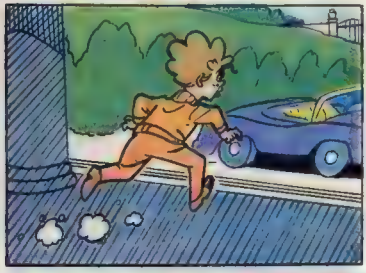


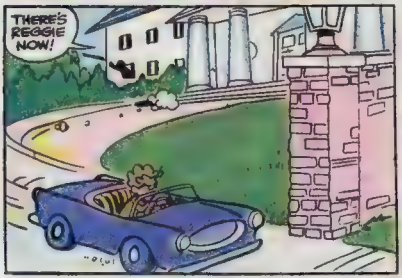
Richie Rich in DON'T FIGHT IT!

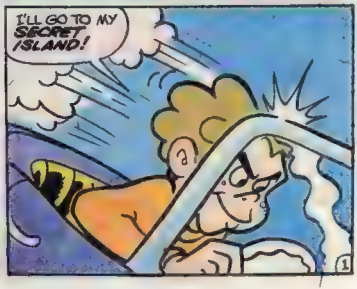
THE POOR LITTLE RICH BOY

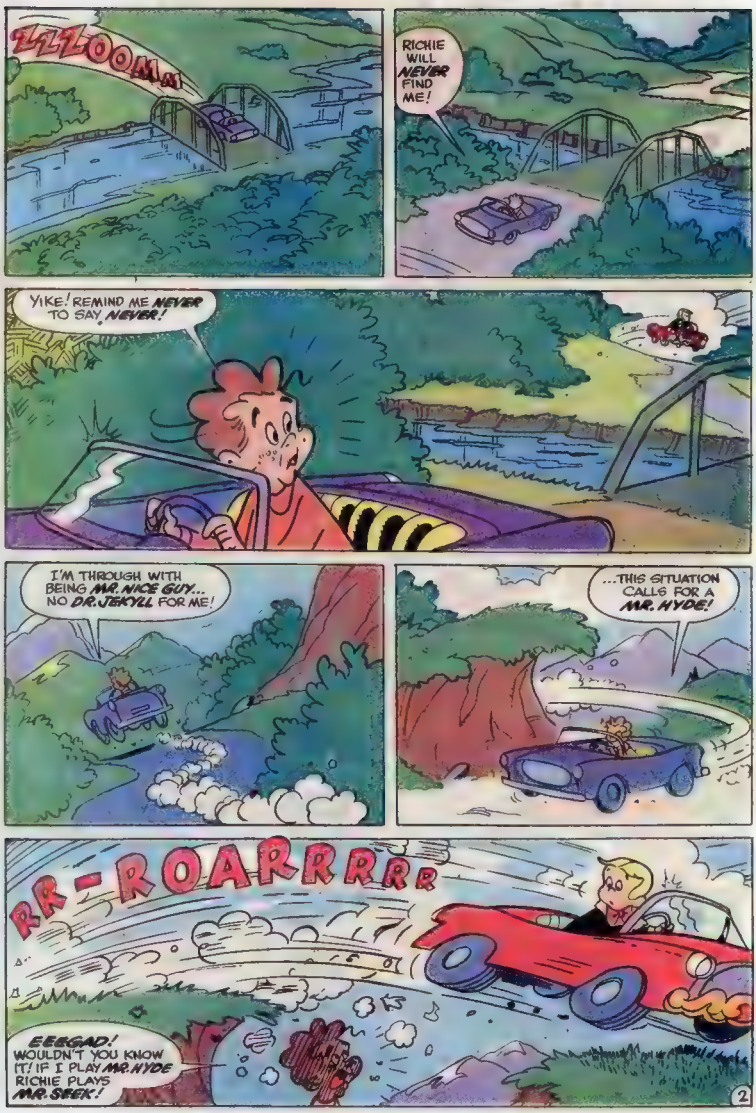


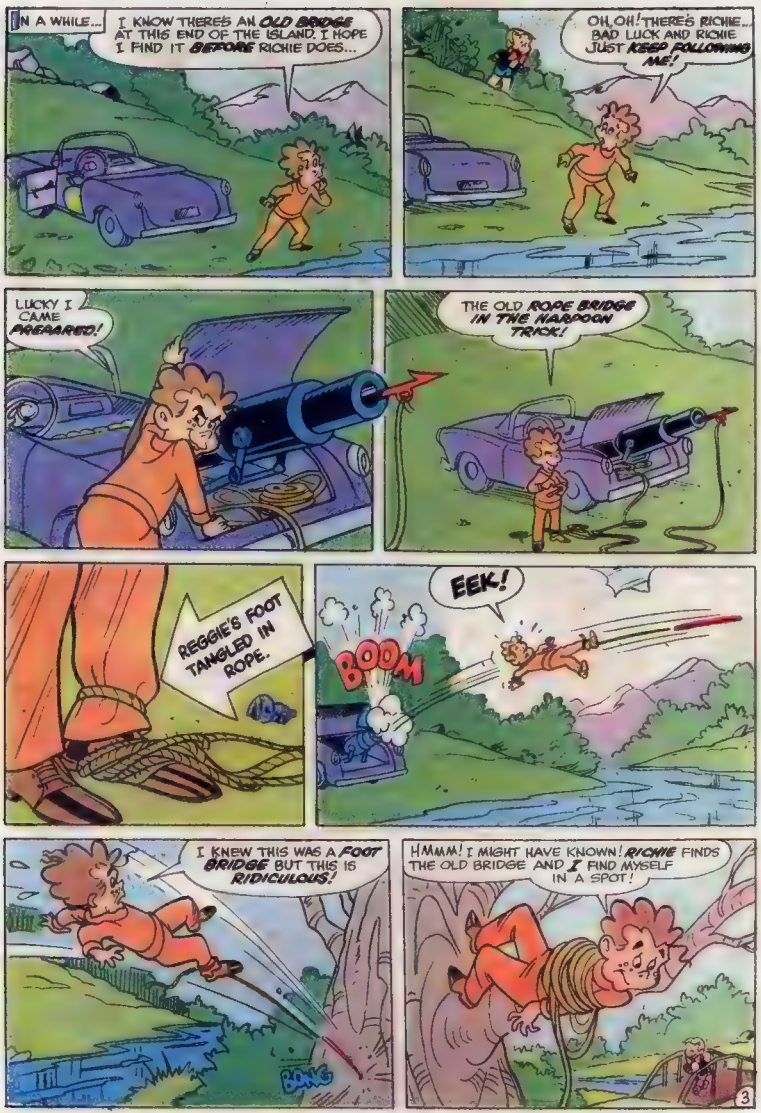


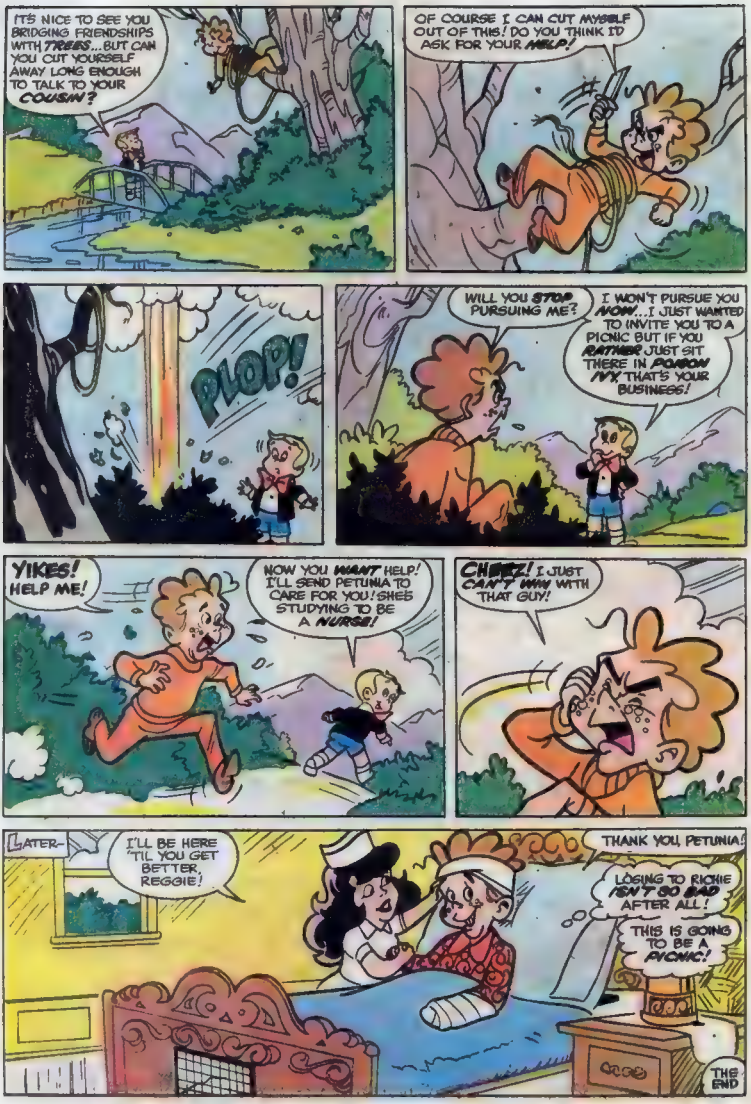


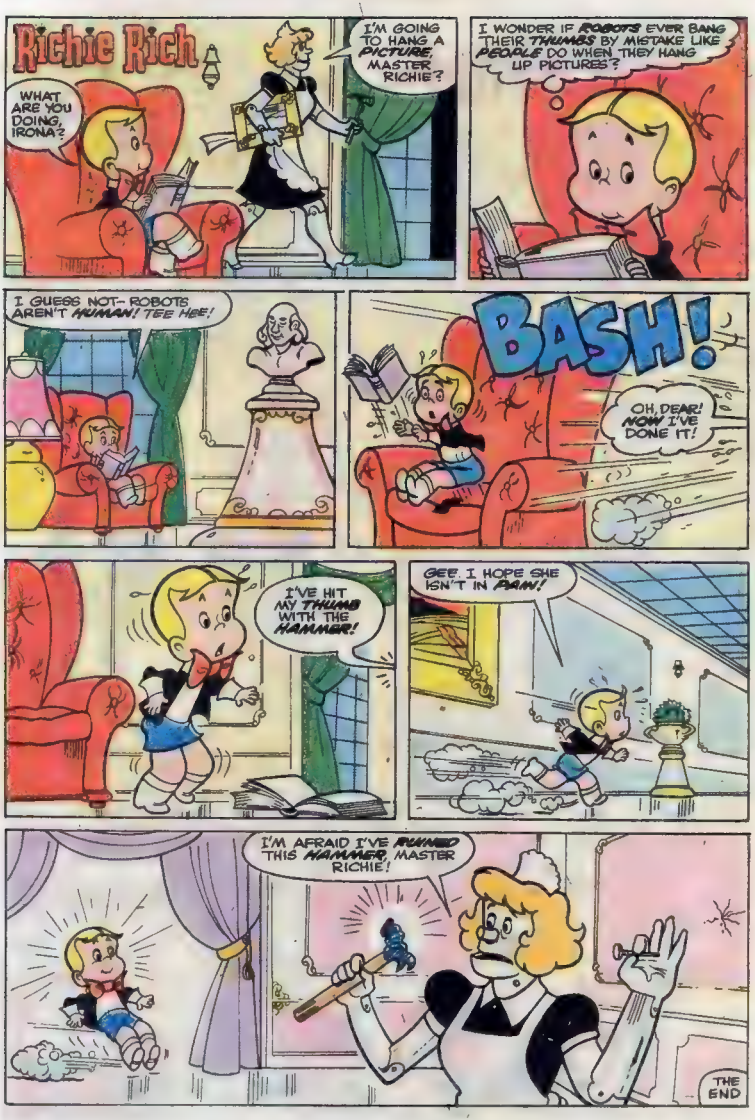





ZZZOOM!
RICHIE WILL NEVER FIND ME!
YIKE! REMIND ME NEVER TO SAY NEVER!
I'M THROUGH WITH BEING MR. NICE GUY... NO DR. JEKYLL FOR ME!
...THIS SITUATION CALLS FOR A MR. HYDE!
RR-ROARRRRR
EEEGAD! WOULDN'T YOU KNOW IT! IF I PLAY MR. HYDE RICHIE PLAYS MR. SEEK!


IN A WHILE...
I KNOW THERE'S AN OLD BRIDGE AT THIS END OF THE ISLAND. I HOPE I FIND IT BEFORE RICHIE DOES...
OH,OH! THERE'S RICHIE.. BAD LUCK AND RICHIE JUST KEEP FOLLOWING ME!
LUCKY I CAME PREPARED!
THE OLD ROPE BRIDGE IN THE HARPOON TRACK!
REGGIE'S FOOT TANGLED IN ROPE.
EEK!
BOOM
I KNEW THIS WAS A FOOT BRIDGE BUT THIS IS RIDICULOUS!
BONG
HMMM! I MIGHT HAVE KNOWN! RICHIE FINDS THE OLD BRIDGE AND I FIND MYSELF IN A SPOT!


IT'S NICE TO SEE YOU BRIDGING FRIENDSHIPS WITH TREES... BUT CAN YOU CUT YOURSELF AWAY LONG ENOUGH TO TALK TO YOUR COUSIN?
OF COURSE I CAN CUT MYSELF OUT OF THIS! DO YOU THINK I'D ASK FOR YOUR HELP!
PLOP!
WILL YOU STOP PURSUING ME?
I WON'T PURSUE YOU NOW... I JUST WANTED TO INVITE YOU TO A PICNIC BUT IF YOU RATHER JUST SIT THERE IN POISON IVY, THAT'S YOUR BUSINESS!
YIKES! HELP ME!
NOW YOU WANT HELP! I'LL SEND PETUNIA TO CARE FOR YOU! SHE'S STUDYING TO BE A NURSE!
CHEEZ! I JUST CAN'T WIN WITH THAT GUY!
LATER-
I'LL BE HERE 'TIL YOU GET BETTER, REGGIE!
THANK YOU, PETUNIA!
LOSING TO RICHIE ISN'T SO BAD AFTER ALL!
THIS IS GOING TO BE A PICNIC!
THE END


Richie Rich
WHAT ARE YOU DOING, IRONA?
I'M GOING TO HANG A PICTURE, MASTER RICHIE?
I WONDER IF ROBOTS EVER BANG THEIR THUMBS BY MISTAKE LIKE PEOPLE DO WHEN THEY HANG UP PICTURES?
I GUESS NOT- ROBOTS AREN'T HUMAN! TEE HEE!
BASH!
OH, DEAR! NOW I'VE DONE IT!
I'VE HIT MY THUMB WITH THE HAMMER!
GEE, I HOPE SHE ISN'T IN PAIN!
I'M AFRAID I'VE RUINED THIS HAMMER, MASTER RICHIE!
THE END

RICHIE RICH in COUSIN NUTLEY

"Nutley," Mr. Rich spoke patiently, though he studied the half-dozen trumpets with some dismay; "I didn't ask you to get six trumpets. I said six crumpets!"

Young Nutley Rich shrugged. "Trumpets, crumpets—what's the difference, as long as you can blow them?"

Richie was unable to conceal his exasperation. "Well, you're half-right," he said to his cousin. You do blow a trumpet—but a crumpet is a sort of biscuit, to be eaten!"

Nutley wasn't even listening; there was already something else on his mind as he left Dad Rich's study. Richie shook his head; Dad only smiled.

"He's not like other Riches, Dad. They're all brilliant businessmen. But Nutley never seems to do anything right!"

Rich, Sr., said quietly, "We Riches always help each other. It's up to you to teach Nutley to do things right. Let him learn from his mistakes!"

Richie was doubtful about the whole thing, but he'd try to teach Nutley. Dad gave Richie $500 to further Nutley's education. The boys went out together.

Richie told his cousin about the $500 and that Nutley was to invest it any way he wished. The first thing he did when they reached town was to enter an antiques store to see what he might buy.

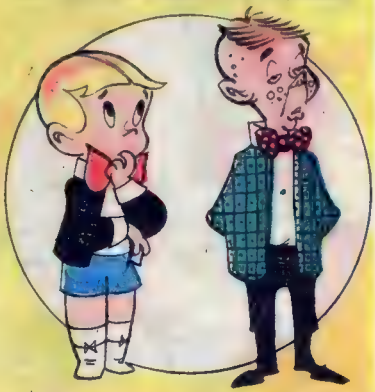
Richie was tempted to advise against investing any capital in antiques because his Dad knew antiques, and if there were any antiques in that store worth having, it would be in the Rich collection. But Richie held his tongue.

"I'll buy this!" Nutley exclaimed, digging out a dusty old painting in a worn gold frame. The dealer looked bored.

"The frame is worth $10," he said. "The picture you can have for free!"

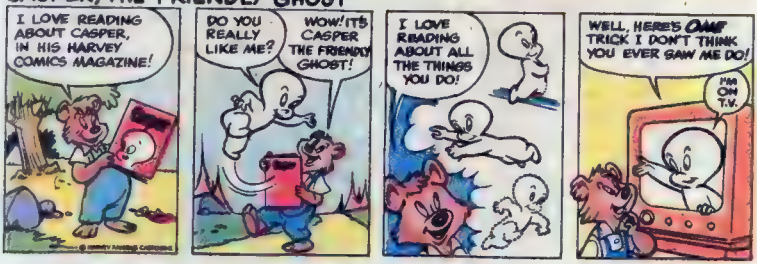
"That frame isn't worth more than $2!" Richie told Nutley. His cousin ignored the advice, as usual.

Nutley dusted off the painting and read the painter's name. "Van Wendt," he remarked indifferently. But a man who had just entered was impressed.



"Let's see that painting, son!" the fellow cried, trembling with excitement. Nutley held up the framed canvas. The man looked at the name on it and shouted, "That's right—a Van Wendt!

CASPER, THE FRIENDLY GHOST



I'll pay you $200 for it!"

"Sorry," Nutley told him with finality, "I can't let that painting go for a cent more than $2!"

Richie kept quiet though he was angry and puzzled, for his cousin asked for a $10 bill. Nevertheless, Richie handed it to him, and he handed it to the man.

"Just give me my $8 change!" Nutley demanded. And the bewildered man gave the boy what he asked for and left with the painting!

As they continued along the way Richie pointed out that not only did Nutley pay the man $2 to take the picture, but it was probably worth thousands of dollars.

Richie's criticism fell on unlistening ears. Cousin Nutley was staring at a silver dollar the man had given him in change.

"This is an odd-looking coin!" he remarked.

"That's another thing," warned Richie. "Watch out for the kind of money you take in change!"

Nutley Rich tossed the coin away. If it wasn't any good, why be burdened with it? A very dignified-looking man picked the coin up and studied it with interest. He ran after the boy, caught up with him and panted eagerly, "This coin you dropped — it's very rare. Will you take $2,000 for it?"

"Okay." Nutley spoke briefly. "Cash!" The man drew a thick bankroll from his pocket and peeled off twenty $100 bills. Richie gaped with astonishment as his companion carelessly stuffed the money

into his pants pocket.

While Richie was trying to think of something instructive to say, Nutley suddenly looked around, cried excitedly and pointed to a man running down the street away from them.

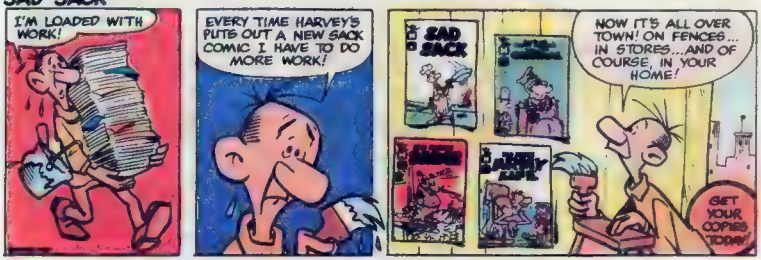
"That man has my money! I have a hole in my pocket, Richie!"

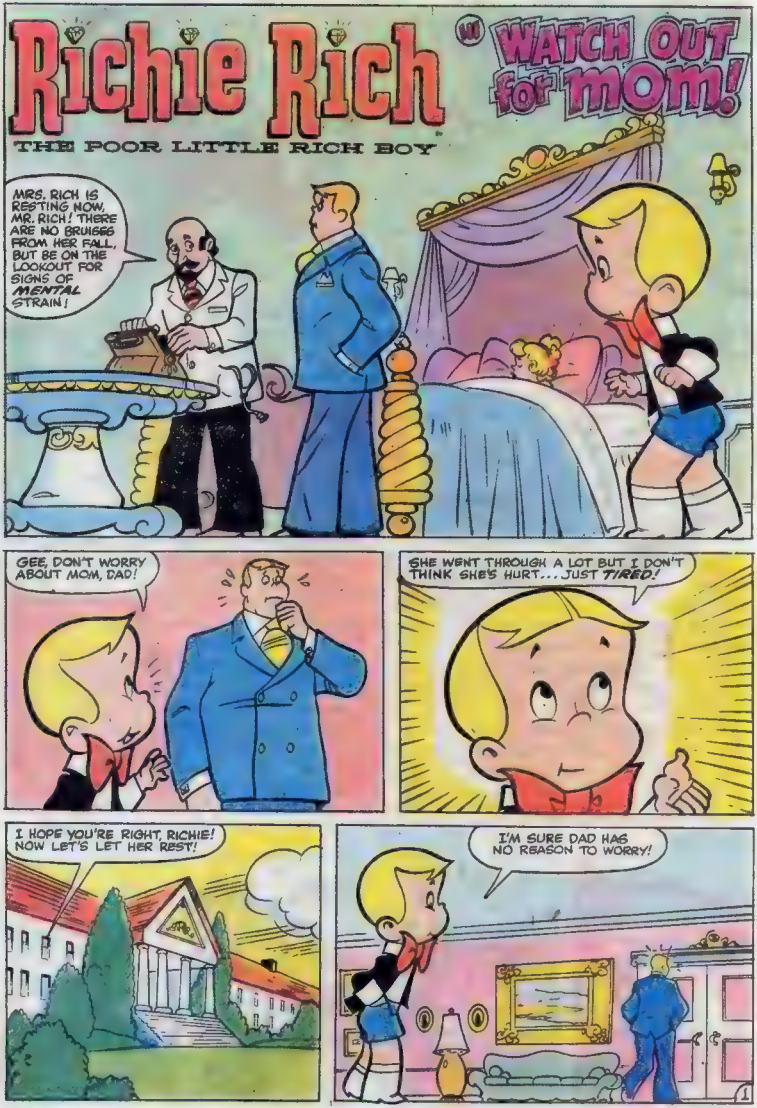
Richie immediately whipped a police whistle from his pocket and blew it. This brought a policeman tearing around the corner — smack into the man who had picked up Nutley's wad of money, and down went the thief!

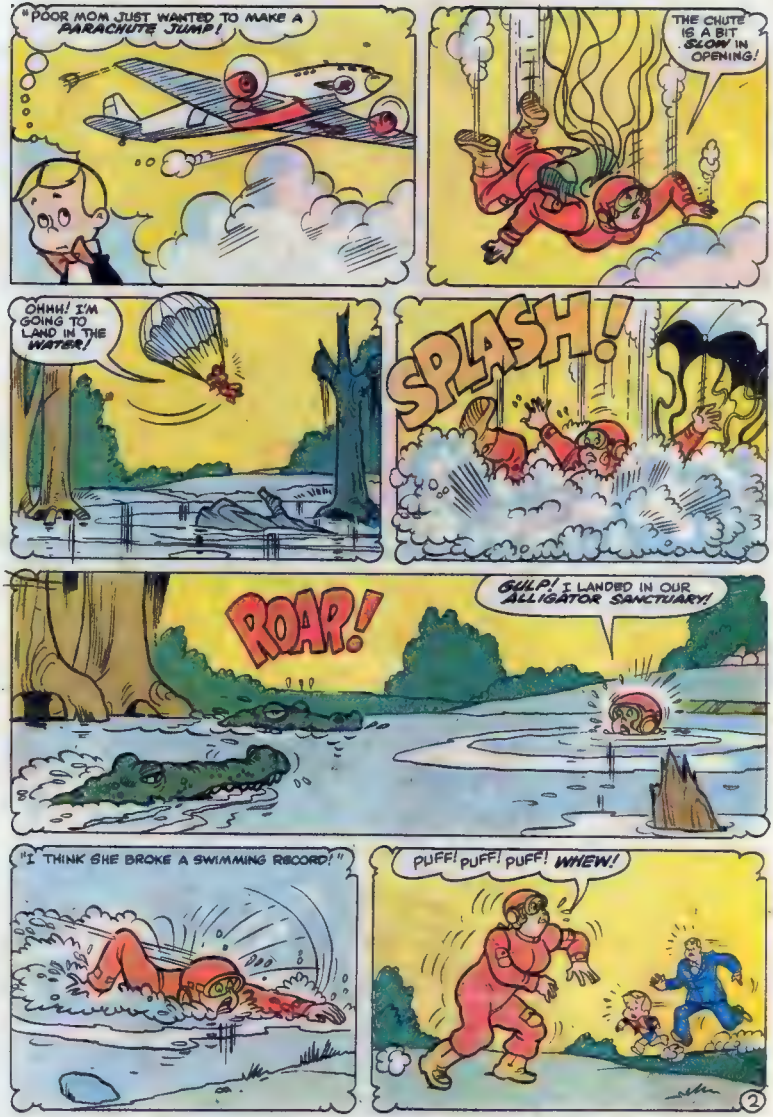
Well, why drag out the tale when you have probably guessed what happened. Not only did Cousin Nutley get his money back, but $5,000 in addition — a reward for the capture of Slippery Slim Sloane, long wanted for burglary, fraud and many traffic violations.

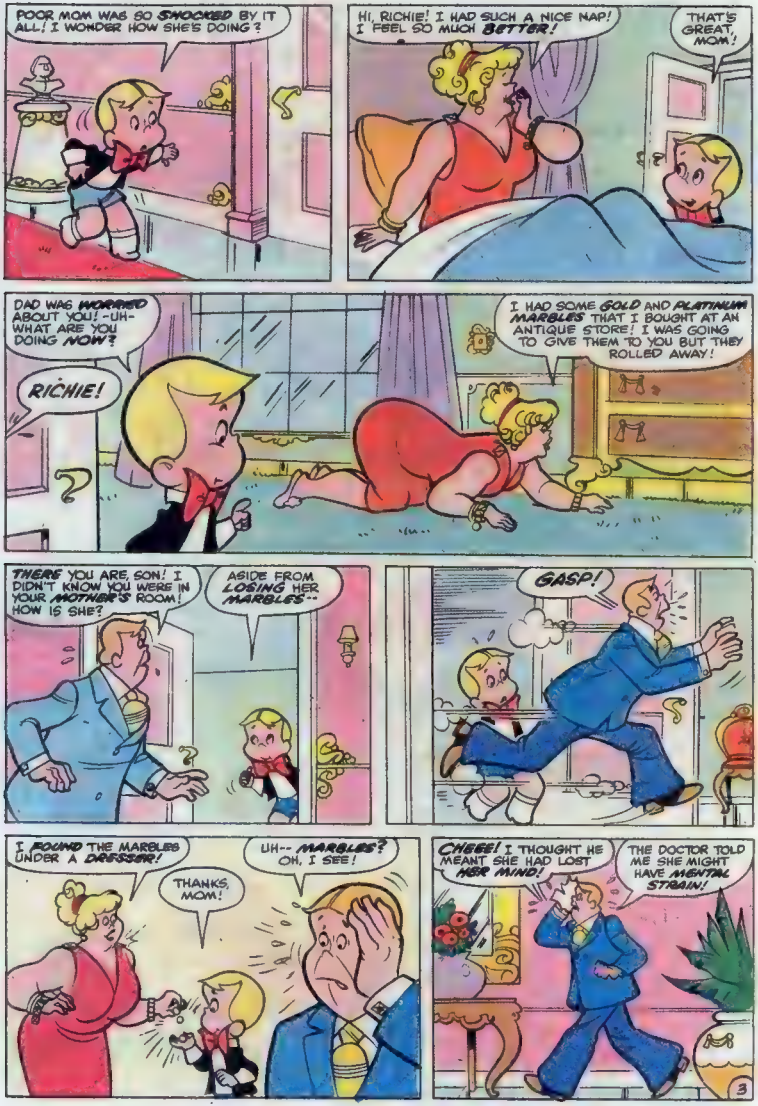
As Richie later put it to his Dad, "We Riches have more than brains and business ability. We have an awful lot of LUCK!" Dad grinned his agreement.

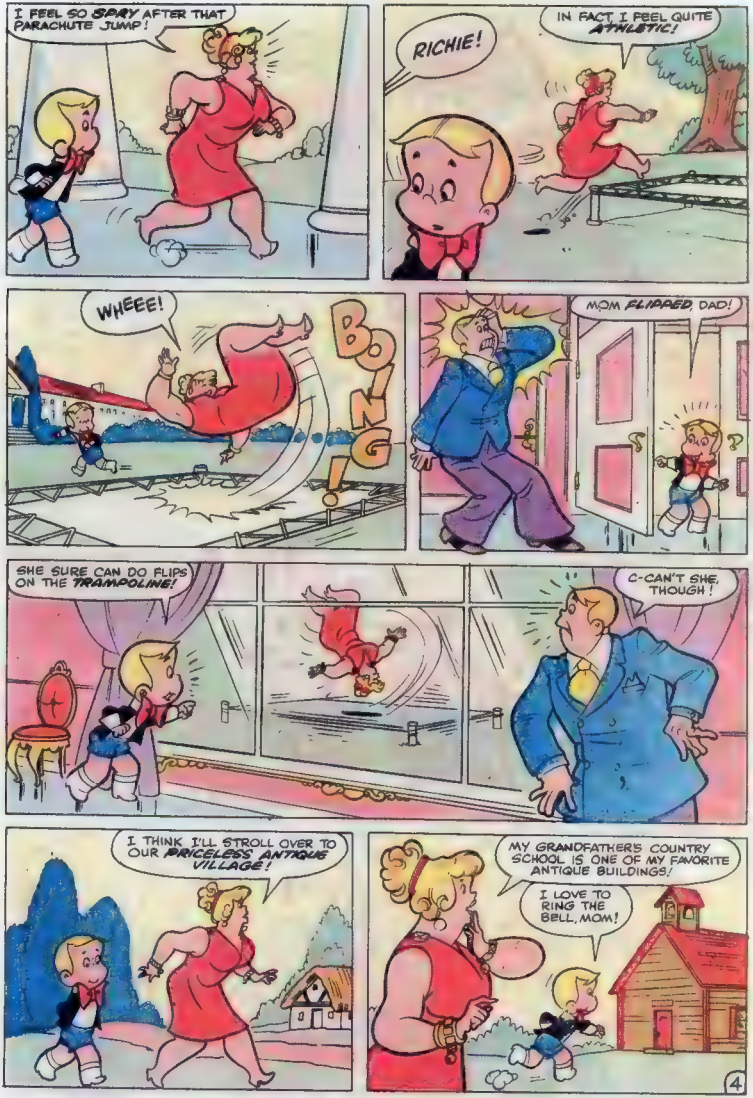
SAD SACK

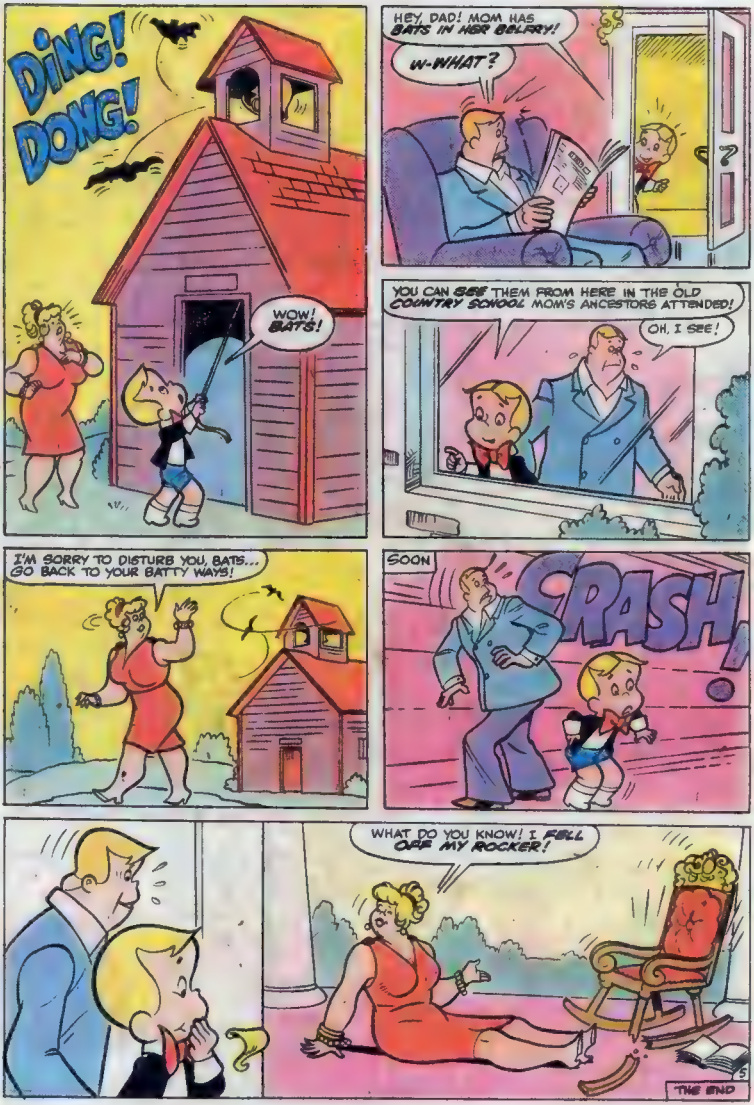



Richie Rich
THE POOR LITTLE RICH BOY
WATCH OUT for MOM!
MRS. RICH IS RESTING NOW, MR. RICH! THERE ARE NO BRUISES FROM HER FALL, BUT BE ON THE LOOKOUT FOR SIGNS OF MENTAL STRAIN!
GEE, DON'T WORRY ABOUT MOM, DAD!
SHE WENT THROUGH A LOT BUT I DON'T THINK SHE'S HURT... JUST TIRED!
I HOPE YOU'RE RIGHT, RICHIE! NOW LET'S LET HER REST!
I'M SURE DAD HAS NO REASON TO WORRY!
1


"POOR MOM JUST WANTED TO MAKE A PARACHUTE JUMP!
THE CHUTE IS A BIT SLOW IN OPENING!
OHHH! I'M GOING TO LAND IN THE WATER!
SPLASH!
ROAR!
GULP! I LANDED IN OUR ALLIGATOR SANCTUARY!
"I THINK SHE BROKE A SWIMMING RECORD!"
PUFF! PUFF! PUFF! WHEW!
2


POOR MOM WAS SO SHOCKED BY IT ALL! I WONDER HOW SHE'S DOING?
HI, RICHIE! I HAD SUCH A NICE NAP! I FEEL SO MUCH BETTER!
THAT'S GREAT, MOM!
DAD WAS WORRIED ABOUT YOU! -UH- WHAT ARE YOU DOING NOW?
RICHIE!
I HAD SOME GOLD AND PLATINUM MARBLES THAT I BOUGHT AT AN ANTIQUE STORE! I WAS GOING TO GIVE THEM TO YOU BUT THEY ROLLED AWAY!
THERE YOU ARE, SON! I DIDN'T KNOW YOU WERE IN YOUR MOTHER'S ROOM! HOW IS SHE?
ASIDE FROM LOSING HER MARBLES--
GASP!
I FOUND THE MARBLES UNDER A DRESSER!
THANKS, MOM!
UH-- MARBLES? OH, I SEE!
CHEEE! I THOUGHT HE MEANT SHE HAD LOST HER MIND!
THE DOCTOR TOLD ME SHE MIGHT HAVE MENTAL STRAIN!
3


I FEEL SO SPRY AFTER THAT PARACHUTE JUMP!
RICHIE!
IN FACT I FEEL QUITE ATHLETIC!
WHEEE!
BOING!
MOM FLIPPED DAD!
SHE SURE CAN DO FLIPS ON THE TRAMPOLINE!
C-CAN'T SHE, THOUGH!
I THINK I'LL STROLL OVER TO OUR PRICELESS ANTIQUE VILLAGE!
MY GRANDFATHER'S COUNTRY SCHOOL IS ONE OF MY FAVORITE ANTIQUE BUILDINGS!
I LOVE TO RING THE BELL, MOM!
4


DING! DONG!
WOW! BATS!
HEY, DAD! MOM HAS BATS IN HER BELFRY!
W-WHAT?
YOU CAN SEE THEM FROM HERE IN THE OLD COUNTRY SCHOOL MOM'S ANCESTORS ATTENDED!
OH, I SEE!
I'M SORRY TO DISTURB YOU, BATS... GO BACK TO YOUR BATTY WAYS!
SOON
CRASH!
WHAT DO YOU KNOW! I FELL OFF MY ROCKER!
THE END

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Imitation white plaster arm cast complete with arm sling. Looks like the real thing! Fits teenagers or adults A-B

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Looks just like real sugar, but that's where the resemblance ends. When it's dropped in liquid, foam, overflow and form clouds of suds. Seems as though it'll never stop.

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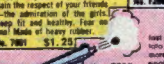
- Heavy Duty Coil Spring
- SAFE Chrome, UNBREAKABLE Handle
- Isometric muscle building exercise
- Continuous exercise and FUN with this gripper

No. 79 Only $1.25

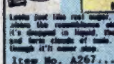
"SPUD" GUN



Just action gun that shoots potato pellets as far as 50 ft. with more than 300 shots from a single potato. Absolutely harmless and you never run out of ammo.

No. F208 1.50

Secret Spy Scope



Six power wide field magnifier is great for watching sporting events, nature study, watching and counter spying. Also contains a 30 power microscope. Not a toy but a real optical instrument.

No. 930 $1.98

SECRET BOOK SAFE

WITH COMBINATION LOCK

Looks like any book to camouflage your valuables. Securely locked with your own private combination. Tough under-structure is covered with simulated leather bonding.

No. 700 $1.49

MINIATURE SECRET CAMERA

Precision camera so small, it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Has ground lens and time expose shutter. Can be hidden anywhere. Complete with film roll of film.

No. 708 2.25

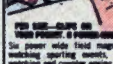
3 Kodak Films 90¢

TRICK BLACK SOAP

Ordinary looking cake of soap until victim washes with it. Then his face turns black and leaves a permanent stain. Less! A great trick.

No. 970 Only 30¢

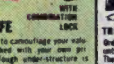
SEE BEHIND GLASSES



A specially treated pair of sunglasses with secret mirrors that enable you to see behind you without anyone knowing that you're watching.

No. 30 75¢

PEDOMETER



How many miles did you walk today? You will never guess. But just attach this little instrument to your belt and it will tell you exactly. Easy to use. Great for hiking, scouting, hunting, etc.

ITEM #901 $1.50

THROW YOUR VOICE

Throw your voice into trunks, behind doors, everywhere. Fits in your mouth out of sight. Fool teacher, friends, family. Free book on "How to Become a Ventriloquist

No. 127 35¢

MAGIC CARDS

Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks.

No. 102 $2.25

SKIN HEAD WIG

Most prefer try to grow hair. This is just the opposite. Made of flesh toned latex to fit all heads really changes your appearance

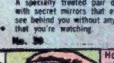
No. A35 $1.19

JOY BUZZER

Windup novelty you wear like a ring. Your victim gets a "SHOCKING" hand shake. Absolutely harmless.

No. 238 $1.00

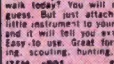
FINGER CHOPPER



Chop a cigarette in two in either hole. Put finger in top hole and cigarette in lower. The cigarette is cut. But your finger is unharmed. Full instructions.

No. 6222 $1.25

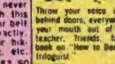
WORMS



Drop these seeming by innocent pellets into a glass of water and magically a worm will appear. Can you imagine the look of horror on your victims face? It's harmless.

No. 612 35¢

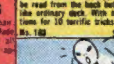
MONEY CHANGER



Just like a professional money changer. Attaches to any belt. Holds pennies, nickels dimes and quarters.

No. 76 2.25

MONSTER GHOST



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7' ghost darts and hovers its eyes glowing eerily in the dark. Remotely controlled up to 50 feet so you can hide and watch

MF 101 $1.25

Authentic SUPERMAN Costume

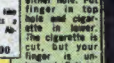
with

$6.98

Just slip into this authentic "Superman" costume, put on the concealing mask, and in seconds you are Superman, that fearless fighter of evil. Made of long lasting, fire retarded materials to give you weeks and months of fun. Be the first on your block - the envy of your friends

State age Item # CH100 $6.98

ONION GUM



Looks like real chewing gum but tastes like ONIONS! It's funny 5 slices to a pack

No. 781 40¢

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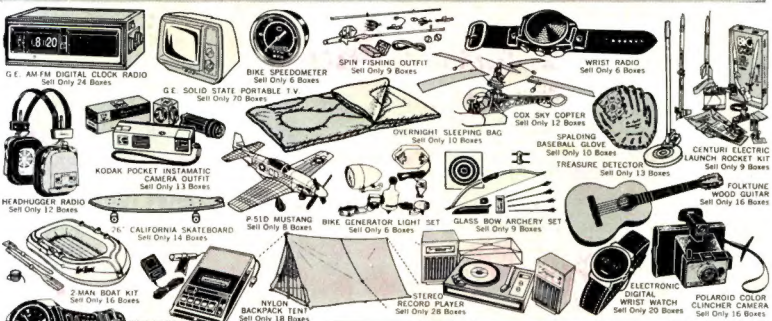

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South Carolina

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Thomas Brophy
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Cindy Meyr
Pennsylvania

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Patty Karlin
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Eric Bitzenthaler
Ohio

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Kevin Jones
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Andy Meisel
Kansas

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